

Job Description: Account Executive

Company: Genesis Advertising

Location: Kolkata

Role Overview

We are seeking a dynamic and experienced **Sr. Account Executive** to join our team in Kolkata. The ideal candidate will bring 4-6 years of experience in the advertising domain with strong expertise in ATL, BTL, and digital marketing. This role demands a thorough understanding of the agency work process, brand strategy, market research, and client relationship management. You will be pivotal in bridging the gap between the client and our internal teams, ensuring timely and high-quality execution of daily operations and campaigns.

Key Responsibilities

- 1. Client Relationship Management:**
 - Act as the primary point of contact for assigned clients, ensuring seamless communication and relationship building.
 - Understand client goals, provide strategic recommendations, and deliver solutions that align with their brand objectives.
- 2. Brand Strategy and Market Research:**
 - Collaborate with clients to identify brand positioning and develop effective strategies.
 - Conduct market research and competitor analysis to generate insights for campaigns.
- 3. Project Management:**
 - Oversee end-to-end project delivery for ATL, BTL, and digital campaigns, ensuring timelines, budgets, and quality standards are met.
 - Coordinate with internal teams including creative, media, and production to execute campaigns effectively.
- 4. Creative Briefing and Execution:**
 - Develop comprehensive creative briefs to guide the creative team.
 - Review and refine creative outputs to ensure alignment with the client's vision.
- 5. Presentation and Reporting:**
 - Prepare and deliver compelling presentations to clients, detailing campaign strategies, progress, and results.
 - Analyze campaign performance and provide actionable insights for continuous improvement.
- 6. Multi-Brand Management:**
 - Flexibly manage multiple clients across various brand categories simultaneously, adapting to unique brand needs.
- 7. Team Collaboration:**

- Foster a collaborative working environment, contributing as both a team player and an individual contributor.
-

Qualifications and Skills Required

1. Education:

- Bachelor's or Master's degree in Marketing, Advertising, Communications, or a related field.

2. Experience:

- 4-6 years of relevant experience in client servicing, account management, or similar roles within an advertising agency.

3. Skills and Expertise:

- Strong knowledge of ATL, BTL, and digital marketing strategies and execution.
- Familiarity with agency work processes and the ability to manage end-to-end campaign lifecycles.
- Excellent understanding of brand, market research, and consumer behavior.
- Proficiency in project management and multitasking across different brand categories.
- Exceptional communication, presentation, and interpersonal skills.
- Proficiency in MS Office and Google workplace

4. Personal Attributes:

- Highly dynamic, flexible, and adaptable to changing client needs.
- Strong organizational skills with attention to detail and deadlines.
- A proactive and self-motivated approach to work.
- Ability to thrive in a fast-paced, collaborative environment.