



The position of **Marketing Account Executive (MAE)** is a key position in the Company. The position requires attention to detail in all aspects of developing and maintaining customer relationships. These relationships are to develop long term revenue opportunities. This position requires a high degree of effective written, verbal and face-to-face communication skills.

POSITION OBJECTIVES: The MAE serves a critical in the development of revenue for the company and overall delivery of services to our customers. Relationship development and sensitivity to the needs of the customer to include identifying, listening and follow-up for the need. The role represents the image and professionalism necessary to gain the respect and consideration of both internal and external prospective customers.

QUALIFICATIONS: Minimum of 3 - 5 years' experience in proven experience as a **MAE** or similar role.

- Understanding of market research techniques, data analysis and statistical methods
- Thorough knowledge of strategic planning principles and marketing best practices
- Familiarity with social media and web analytics
- Excellent communication and people skills
- Strong organizational and time-management abilities
- Creativity and commercial awareness
- Proficient in MS Office
- BS/BA in marketing, business administration or relevant area of study

RESPONSIBILITIES: Reports to the Marketing Manager. Organizes and communicates advertising brochures, postcards, campaigns (face-to-face, social media) and promotional events. Conducts market research and analysis to evaluate trends, brand awareness and competition ventures. Initiate surveys to assess customer requirements and satisfaction. Monitor progress of campaigns using various metrics and submit reports of performance. Partner with manager in preparing budgets and monitoring expenses. Engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return.

Attend networking and public events. Work to create awareness of, loyalty to, and positive feelings about the Company. Create and develop effective marketing strategies with Manager.

PROFESSIONAL DEVELOPMENT: The MAE is required to continuously be involved in the development of skills and talents, both of a marketing and human relations discipline. Participate in special presentations, seminars and trainings are necessary sustained professional growth.

OTHER DUTIES AS REQUIRED: At the direction of the Principal and/or Marketing Manager, the MAE may be required to organize and run special events or projects related to marketing processes and procedures. All other duties as signed.