

# Cornett

## JOB DESCRIPTION | Account Executive (Contract)

The **Account Executive** embraces clients and consumers as partners in developing marketing communications, using their input at every stage of the process to inform and inspire creative ideas. The Account Executive interacts with every department within the agency to ensure there is a full understanding of project deliverables and serves as a contact for clients to provide job status updates. This person is the essential bridge between the client and the agency's operational teams, focusing on the day-to-day execution and communication that turns client needs into reality. The AE is responsible for translating client needs into actionable plans and ensuring all efforts align with their business goals and the agency's vision. The person in this role will direct creative communications with the client, have a clear career path, and make a significant impact on the overall success of projects.

### WHAT WILL YOU DO?

- Bring in the client's needs and vision, planning the "what" and "why"
- Strengthen relationships at all levels, translate client needs into actionable briefs, day-to-day client communication, budget oversight, business development, reporting
- Effectively collaborate with and manage agency, client, and vendor/partner resources as needed for client success and agency profitability
- Proactively lead, supervise, and orchestrate all client and agency resources, demonstrating and utilizing high brand, category, and market knowledge for assigned accounts
- Organize account planning activities and define project challenges
- Collaborate with supervisor and Brand Strategy partners to originate briefs that clearly direct and powerfully inspire outstanding strategic and creative solutions
- Assist supervisor with budget and financial management for assigned accounts
- Work with creative teams and leverage their skills in implementing integrated marketing strategies

# Cornett

## JOB DESCRIPTION | Account Executive (Contract)

- Oversee implementation of approved plans and strategies
- Create and manage relationships with client personnel and management and with consumers when they are involved in the creative planning process
- Aid in developing new plans and strategies
- Bring an understanding of client operations and product production to the planning process
- Send out timely billing for maximum profitability (under the supervisor's guidance)
- Interact with outside vendors on clients' behalf
- Develop and maintain client status reports and lead client status meetings (with the supervisor's support)
- Lead all internal meetings related to assigned projects
- Review category literature and publications
- Provide competitive updates to the internal team
- Leave your mark: contribute to the success of a project by bringing your unique skills and abilities.

### WHAT SHOULD YOU HAVE?

You need to be a highly motivated, organized, and passionate individual willing to tackle demanding tasks. You will need a strong desire to learn and an eagerness to help. To thrive, the Account Executive will have an astute attention to detail and quality.

- 5+ years of professional experience
- Bachelor's degree relating to Communications, Advertising and Marketing
- A passion for the delivery of world-class integrated marketing plans
- A desire for excellence and a passion to succeed in a fast-moving and ever-evolving environment where everyone is expected to be hands-on

# Cornett

## JOB DESCRIPTION | Account Executive (Contract)

- A firm grounding in marketing thought processes and experience in the execution of marketing and creative strategies
- Strong communication and presentation skills
- Strong organizational skills
- Strong interpersonal skills

### ABOUT CORNETT

A 4-time Ad Age Small Agency Award Winner. Named to the Best Places to Work in Kentucky list 5 years running.

We're a collective of fun-loving, intelligent, imaginative, driven, and sometimes rowdy weirdos. Like any good Kentuckian, we're genuine and hospitable. We don't like big egos. We're open-minded. We play nice. We share. We're fostering a culture centered on inclusiveness, where all of our people can show up daily and be 100% themselves and feel 100% comfortable, celebrated and respected for the perspective they bring to CORNETT.

Our goal is to be an agency where any brand can come to us with any audience and challenge, and we can deliver and connect culturally beyond their wildest expectations.

### ABOUT LEXINGTON

If you've been to Lexington, you love it. If you haven't been, you will. A beautiful, culturally rich place full of good people. For a mid-sized city, we have an oversized but tight-knit creative community that permeates everything—food, art, bourbon, music, and industry. A little bit Southern, a little bit Midwest, making for a vibe that's unique but the best of everything.



# Cornett

## JOB DESCRIPTION | Account Executive (Contract)

We're surrounded by rolling hills and gorgeous horse farms, with a thriving, bustling and constantly evolving downtown. Within a short drive, you can see where the Bluegrass kisses the Appalachian Mountains. You can chase waterfalls. You can hike into absolute seclusion. And you can explore the Red River Gorge, one of the best-kept geological wonders in America.

Not to mention, the cost of living makes you feel like you're getting away with something.

Like we said, there's a lot to love about our big little city.

### **WHO IS IN CHARGE HERE?**

The position reports to the assigned VP, Client Partnerships.

The position is Hybrid (Lexington, KY preferred but open to Remote for the right candidate).