



## Account Manager Job Description

Understand the corporate environment but looking for something a little different? Check out Bulldog Solutions—a globally recognized, Austin-based online marketing agency that changes the way BtoB companies define demand generation strategy, engage prospects and convert leads to customers. We power demand generation and demand management programs for many of the best business brands in the world.

Bulldog Solutions is currently seeking an Account Manager to join our Client Services Team. The Account Manager is responsible for planning and implementing client initiatives for lead marketing campaigns.

### Responsibilities:

#### **Strategy and Planning**

- Cultivate strong client relationships for a portfolio of clients across various industries.
- Work with Bulldog Account team and clients to develop strategic lead marketing proposals, plans and budgets that represent clients' objectives
- Work with internal Project Managers to create and manage project timelines that address specific deadlines, resources, milestones and outcomes.
- Work with Account team to provide ongoing campaign optimization, and deliver timely and thoughtful wrap-up reports of campaign outcomes

#### **Direction and Implementation**

- Oversee the creative development, messaging, and functionality of client campaigns.
- Manage clients' budgets as well as the appropriate Bulldog or third-party resources
- Lead all project communication - client and internal meetings, workflow communications, etc
- Represent the client's objectives throughout the campaign.
- Work effectively with Creative, Marketing Communications, and IT to ensure a smooth and productive flow of work.
- Support ongoing business development.
- Escalate any major risks or opportunities to the Account team and work collaboratively to initiate quick responses
- Promote a positive work environment with understanding of workload and expectations.

### Qualifications and Skills:

- **Minimum 5 years experience** in B2B account management within an Ad, Marketing, Media or PR agency or related professional service
- **Project management and strategic experience** leading interactive and/or marketing initiatives including dynamic web site development, live webinars, Email campaigns, creative/design process, messaging, promotional planning, reporting and analytics, etc.
- **Results-driven** with proven track record of obtaining results
- **Top-notch organizational skills** – ability to manage multiple competing priorities
- **Analytical thinker** with ability to recognize and seize opportunities
- **Ability to successfully lead** cross-functional teams without direct report authority
- **Assertive and thoughtful communicator** comfortable interacting with and presenting to all levels of management.
- **Required proficiency skills:** strong MS Office and general computer expertise, troubleshooting and research acumen, presentation skills

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- **Other desirable skills preferred, but not required:** MS Project, QA/QC, some experience with Marketing Automation tools (Eloqua, Marketo, etc), HTML, content editing, Salesforce.com or other CRM

**Desired Attributes:**

- Self-motivated, hard working contributor who works well as an individual and within a team
- Enthusiastic and energized by a fast-paced environment
- Charismatic and thoughtful
- Desire to be part of a team who can grow the business by consistently delivering high quality client services within prescribed timeframes and project scope

**Educational Requirements:**

- Bachelors in Business, Advertising, Marketing or similar field is REQUIRED
- Solid understanding of PMI principles a plus
- Formal PM training is a plus

**Description of reporting relationships**

This position has no direct reports. However, the role of the Account Manager is to build effective relationships with inter-departmental team members to develop a "joint" vision to ensure the client's business needs have been met. Strong candidates will be able to work in a fast-paced environment and demonstrate ability to juggle and prioritize multiple, competing tasks and demands, and to seek supervisory assistance as appropriate.

**Compensation**

We offer a competitive salary based on experience. Our benefits package includes health care plans including medical, dental, and vision, corporate fitness discounts as well as various other employee benefits in an energetic and cutting-edge work environment.

Additionally, Account Managers have the opportunity to participate in a quarterly bonus plan based on company, portfolio, and individual performance.

**Disclaimer**

To be considered an applicant, you must apply for this specific position and meet its minimum qualifications as determined by Bulldog Solutions. This job description is not meant to be an all-inclusive statement of every duty and responsibility of the jobholder. Certain features of this job are described in the above headings, but are not necessarily limited to the above written statements. They may be subject to review. All positions within Bulldog Solutions may include other duties as assigned.

This is a regular full-time position in our offices in Austin, Texas. As this is an immediate need, local candidates will be given more serious consideration. We are not offering relocation packages.

NO SPONSORSHIP IS AVAILABLE FOR THIS POSITION. U.S. CITIZENS OR GREEN CARD HOLDERS ONLY PLEASE.

Please forward your resume to [mjolly@bulldogsolutions.com](mailto:mjolly@bulldogsolutions.com)

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