

JOB DESCRIPTION

ACCOUNT MANAGER

About Ampersand

We're a growing, full-service marketing agency located in Pewaukee, WI. Founded in 2010, we deliver marketing and advertising solutions to businesses across many industries and markets. With a passion to Fuel and Simplify Business Growth, we pair a business mindset with inspired creative to help clients reach their full brand potential. We know success isn't a one-time destination, it's a never-ending pursuit.

Position Summary

As an Account Manager, you will play a vital role in driving client success by developing and executing strategic marketing and advertising initiatives. Reporting to the Director of Client Services, you will manage client communications, oversee project timelines, coordinate scheduling and budgeting, and ensure the seamless execution of marketing plans. This position requires a detail-oriented individual with strong project management skills, a strategic mindset, and a passion for delivering impactful marketing solutions. The ideal team member thrives in a fast-paced environment, excels at building client relationships, and is proactive in problem-solving, prioritization, and collaboration.

Position-Specific Responsibilities

This position is responsible for the following areas at Ampersand:

- **Client Strategy** - Understand client's business goals and objectives. Assist client brand and marketing strategies including research, strategic planning, goal setting, tactic recommendations, media strategy, budgeting, and performance measurement



against the strategy and budget. Develop and present strategic planning presentations.

- **Virtual Marketing Department** - Execute client marketing meeting rhythms, including agendas, client meetings, minutes, and mid-month client check-ins. Responsible for project communications, budget management and reconciliations, expense management, and final marketing and sales intelligence presentation.
- **Project Management & Execution** - Perform basic project management functions including client and team communication. Organize and prioritize projects and execute on project strategies. Use the agency's project management software for client projects and to create estimates, creative briefs, task assignments, and schedules. Ensure adherence to project estimates and scopes.
- **Account Health** - Support in developing client relationships, including communication, identifying conflict and resolutions, growth of current accounts (LTV), client appreciation, client retention, and profitability.
- **Proofing, Editing & Reviews** - Ensure execution of quality assurance on client projects through the agency's proofing and editing process. Perform message and creative direction to ensure projects accomplish the goals and objectives outlined in the creative brief and adhere to the client's brand guidelines.
- **Media Strategy & Buying** - Manage client media planning, strategy, and buying. Conduct research on traditional and digital channels, negotiate and gather proposals and pricing, and coordinate placements, insertion orders, reconciliations, and make-goods, to deliver on client goals and strategies.

Agency-Wide Responsibilities

Everyone at Ampersand is expected to follow our Agency Brand Standards including:

- **Embody the Agency's Core Values** - You Can Count on Me. Balance Takes Perspective. Individual Talents, Incredible Team. Past. Present. Future. People Before -----
- **Foster a Positive and Productive Workplace** - Collaborate to ensure the best possible outcomes for our clients. Maintain a positive, helpful attitude. Use physical and virtual workplace tools to work and communicate in an effective, efficient, and timely manner. Meet or exceed your position-specific productivity goals.
- **Achieve Agency and Client Quality Standards** - Produce high-quality work on-scope, on-time, and on-budget. Follow policies and procedures to ensure industry,



business, legal, and ethical best practices are met. Reduce errors, write-offs, and miscommunications. Use project management systems, softwares, and other resources to your fullest ability.

- **Contribute to the Agency's Growth Plan** - Understand how your role impacts agency success. Build and enhance prospect and client relationships. Present, sell, and defend our work/proposals to prospects and clients. Represent the agency at industry, community, and client functions. Participate in the strategy and execution of agency marketing and sales plans. Stay abreast of industry, market, and competitors.

Ideal Team Members Will Have

- 2+ years of marketing agency or related industry experience
- Associate or Bachelor's degree preferred, but not required
- Experience managing client relationships, project timelines, and budgets
- Proven ability to develop and support strategic marketing initiatives
- Experience collaborating cross-functionally with creative and digital teams
- Background working within project management softwares
- Strong written, verbal, and presentation communication skills
- Experience contributing to agency growth through client retention and participation in sales initiatives

Traits We Value

- Ability to translate marketing concepts into measurable business outcomes
- Ability to manage fluid budgets across channels, tactics, and vendor partners
- Prioritization skills and attention to detail in a fast-paced environment
- Self-starter mentality with a relentless focus on results and accountability
- Ability to work independently and collaboratively within cross-functional teams
- Natural problem-solver with a solutions-oriented, "anything is possible" mindset
- Balances strategic and creative leadership with collaborative teamwork
- Clear, confident communicator across clients and internal teams
- Passion for helping clients grow and contributing to agency growth

