

## **Executive (Account Executive)**

### **Job Description (one line)**

This emerging practitioner role applies their knowledge and skills to independently own, manage and drive outcomes for clients across their day-to-day projects and activities, to manage routine client account processes, to own some elements of BlueChip's internal projects and activities, and to solve problems for clients and BlueChip's business.

### **Role chart**

#### **As an executive, my objective is to...**

Support account leads on client accounts to reliably execute on tactical activity, own some individual projects, contribute to strategy development, contribute to team effectiveness and to problem solve on behalf of clients (e.g on tactical issues).

Broad knowledge of:- BlueChip's business and services; clients' industries and services/ products; Australian economic, political and media landscape; and marketing and PR practices

Ownership of projects

Problem-solving on behalf of clients, and demonstrates emerging novice\* level technical skills (media plans, drafting of texts etc)

Reliably executes appropriate tactical activity – e.g. drafting media releases, pitching journalists, chairing media interviews

Administers routine financial management tasks associated with account management (e.g. invoice descriptions)

#### **To achieve this, I need to:**

- € Maintain a broad knowledge base re: BlueChip's business and services; clients' industries and services/ products, Australian economic, political and media landscape, and marketing and PR practices
- € Execute on tactical activity: e.g. drafting media releases, pitch to journalists, chair media interviews
- € Monitor media and report news to colleagues and clients
- € Research financial services clients, media outlets, target audiences and finance topics
- € Support account leads on day-to-day activities with clients.
- € Attend and contribute to client meetings
- € Project manage, coordinate and track client work and incoming client and media requests
- € Assist with business development / lead generation activities by researching prospective leads, developing pitch decks, and participating in new business pitches
- € Administer routine financial tasks, e.g. invoice descriptions and weekly budget updates
- € Act as a buddy to junior staff members/account assistants

#### **Leading indicators that show I will be successful are:**

- Client satisfaction scores (net promoter)
- Percentage of work delivered on time and on budget

#### **Lagging indicators of whether I was successful are:**

- € Media coverage results

€ Feedback (self, manager, team)

### Decision-making authority

- Contribute to team strategy development at offsite and weekly team meetings

### Personal Qualities & Behavioural Traits

Qualities of a great Executive:

1. **Client focused.** Caring about creating a great experience for clients – doing what it takes to help them get results, such as reworking drafts, quickly flagging media and social media activity, and actively contributing to client meetings and sessions.
2. **Problem solver:** Has the confidence and knowledge to help educate clients on marketing and communication strategies, tools and tactics, and what will or won't get results. Likewise, contributes to internal brainstorming, and ideas-generation and helps colleagues as needed.
3. **A-player:** ambitious, energetic and goal-oriented, with a clear focus on achieving results for team and clients. Focus on "winning", whether that means contributing to business development targets, achieving outcomes for clients, or growing your industry knowledge and experience.
4. **Team player.** At BlueChip, we're here for the greater good, for our team and clients. We show up for each other and our clients, and work with companies that make a positive impact.
5. **Organised.** Able to consistently manage a wide range of competing priorities, and understand the balance of 'important' and 'urgent', to the benefit of the firm and clients alike
6. **Truthful.** "Kind truth" means that we are honest with clients about what will and won't get results and provide continual positive feedback to the team. Everyone is encouraged to contribute to the business's overall direction and strategy, and to share their views with management.

### Work experience & skills

The Executive is an emerging practitioner position with knowledge of BlueChip's clients and services at a basic or novice level. The Senior Executive has 1+ years' industry experience in agency, corporate communications, or journalism and has a Bachelor's degree in media, communication, economics, marketing, or other relevant field and should also have some relevant work experience e.g. internship or customer service experience. They possess the hard and soft skills required for level 7 of the [BlueChip Career Ladder](#) (based on the [PRIA AQR levels](#))