Healthcare, Account Executive - New York

- Join a dynamic and growing creative technology agency
- Based in New York City, with the head office in Sydney, Australia
- Work with blue chip brands

The Opportunity

Due to several client successes and momentum Orchard is looking for an Account Executive to join the local team in New York. To join a close-knit team that thrives on collaboration and where there are no politics, bureaucracy or b*llsh*t. Start-up feel with the global backing.

Orchard is the leading healthcare agency in Australia and has expanded its presence in the US market. With stable global clients and new local clients, we need an Account Executive for the day-to-day management and growth of our largest blue chip (and nice) client.

Working with the Marketing & Strategy team, you will be involved in the planning and execution of some of the latest digital activations for the category. You will be comfortable helping to manage both online and offline campaigns. As an Account Executive, you will have outstanding relationship skills and the drive to jump in and get your hands dirty. This role will allow you to wear many hats and gain experience across the board, from project management and client service through to creative development and strategy.

You'll be part of a small but well-run team with several clients and have the opportunity to join a growing agency with some amazing clients and brands.

You'll get the opportunity to work directly with the senior NYC team and over time grow relationships and experience with clients. You'll get the opportunity to grow with the agency in terms of your experience and position.

You'll be offered full flexibility and autonomy to fulfil your duties and supported by the greater team. With our home base in Australia, be prepared to work remotely at times with inspiring, dedicated and easy-going thought-leaders that truly think "global"!

This is an exciting opportunity to work with a digital marketing agency that helps clients harness the online environment to transform the way people think, feel and act towards a brand. Grow your role as the agency grows. Orchard offers a good, fun working environment and all the necessary support and structured training you need to grow your digital marketing career.

Job Description Overview

The Account Executive (AE) will build strong, trusted relationships with both the internal agency team and external clients. While the level of client contact will be high, most of the time with external stakeholders will be in partnership with a senior Account team member to help oversee, lead and drive accounts in the right direction. It's very much a joint effort, with shared and distinct responsibilities across members of the team.

Depending on the accounts and the team setup, it's likely that AE will be responsible for managing annual revenue targets.

The critical component of the role is to ensure the efficient day-to-day management of your accounts and delivering exceptional work.

The senior Account team will be there to support strategically, provide guidance on trickier situations and ultimately manage higher-level conversations, however, it's still expected that the AE will act as that crucial link between agency and client, and that the foundations of that relationship are well-established.

The AE is responsible for:

- The day-to-day management of accounts
- Identifying organic growth opportunities in existing key accounts
- Raising the profile of the agency across everything he/she does
- Adding value wherever possible, providing solid recommendations and inventing better along the way
- Orchestrating the perfect team for the client – ensuring the client feels supported across every project we are trusted with

CLIENT SERVICE

The AE is responsible for the working relationship with the client. Most aspects of the client/agency relationship should be led by the senior Account team, with important support from the AE. These responsibilities should include, but not be limited to:

- Ensuring that clients are efficiently charged for the work the agency has performed
- Bringing best practice in client service skills to the team
- Encouraging a climate of creativity and innovation in the group
- Providing communications counsel and strategic advice to each client
- Developing strong relationships with clients and delight them with our work
- Budgeting/resource planning, allocations and management
- Assist with team work in progress meetings (WIPS) and provide documentation as required to review progress, identify problems of projects
- Solving client service problems before they get out of control; when necessary, communicates concerns to agency team and escalates when required to manager

- The ability to inspire creative thinking and judge creative ideas
- Working with Project Management team to keep projects on schedule and within scope
- Supporting regularly scheduled team meetings to review progress, identify problems and correct them if necessary
- Working on multiple projects and clients at once
- The confidence to loop the right supporting team members at the right time to drive great outputs

As the AE progresses to a more senior level, the client service demands remain the same, however, the execution expectation is higher. It is anticipated that the SAE would be able to deliver the above more seamlessly, with more confidence and rigour, and ultimately less support from their supervising Account team.

STRATEGY AND CREATIVITY

- Aims to understand the brand strategy and builds confidence to input into strategic plans to satisfy the Client's objectives
- Writes strong briefs that inspire great work with the guidance from relevant members of the team
- Helps raise the profile of the agency in professional & client communities
- Has input into planning, forecasting and developing client growth plans
- Works with peers to produce work that builds the brand and pushes the knowledge boundaries
- Plays a part in the team to create strategic plans to satisfy the client's business/digital/marketing goals
- Works with the production and creative team to develop concepts for the project and to ensure integration and production feasibility
- Proactively looks at the latest digital innovations and presents back to the team in a knowledge sharing session

FINANCE

The AE is financially responsible for:

- All client work to be accurately charged for unless agreed by his/her manager
- Overseeing all estimates and scopes created on his/her accounts
- Ensuring that any overages are addressed and then covered in a timely and appropriate manner
- Providing the most accurate forecasts possible, ensuring that the manager/management team are aware of any significant changes in a timely manner
- Completion of monthly forecasting and JCRs in Pegasus, for review and presentation by the senior Account team

Reporting to:

VP, Group Account Director

What else you will bring:

- Bachelor's degree, plus 1-2 years' experience in a similar role.
- Eager to learn the business and take charge of company's client services initiatives
- Excellent verbal and written communication skills.
- Strong time management and prioritization skills
- Strong problem solving, multitasking and organizational skills
- Highly self-motivated, punctual and open to feedback
- Positive attitude and high attention to detail
- Knowledge of Microsoft office
- Excellent presentation skills and attention to detail
- Proven ability to work within a team
- Flexibility regarding working environment and hours
- Interest in current technology and future trends
- A good grasp of the social media landscape
- Show a strong commitment to the Company's core values.
- Embrace and respect the Company's community and environmental responsibilities.
- Applicants MUST have the right to work in New York.