

## **Job Description - Account Executive (Advertising)**

### Role:

- Managing a portfolio of accounts
- Meeting and liaising with clients to discuss their advertising requirements
- Using an existing network of industry contacts to generate new business
- Managing advertising campaigns (ATL and BTL): setting the projects' timetables, the deliverables' deadlines, brainstorm with the agency creative for concepts
- Advise clients on the most effective route and feasible solutions
- Coordinating with various agency departments
- Attending client meetings
- Maintaining and expanding relationships with existing clients

### Skills Required:

- Good spoken and written communication skills (Both English & Arabic)
- Strong presentation and negotiation skills
- Confidence, tact and a persuasive manner
- Good organizational and time management skills
- Good 'people skills', for working with a range of colleagues and clients
- A willingness to work long hours, often under pressure
- Good business sense and the ability to work to budgets
- Strong operational and thinking ability
- Thinks Digital