



Position: Sr. Account Executive

Location: Austin, TX

Dialog is a strategic, marketing firm based in Austin, Texas. Our emphasis is deeply and creatively understanding a client's business to uncover disruptive solutions that truly drive business results. We specialize in delivering marketing strategy, program execution and performance management based on actionable customer, organization and market insights derived during our proven discovery approach - Radical Clarity™. With an open approach, Dialog brings open ideas to your organization and new insights that our business naturally fosters. The contemporary marketing landscape demands both an aggressive pace and highly creative minds. This is the power of Dialog.

Dialog is seeking Sr. Account Executive to assist in planning and manage execution of B2B marketing programs. Ideal candidates will have extensive experience managing marketing programs and tactics on behalf of technology brands. A blend of client-side and marketing services lineage as well as public sector (education, healthcare, government) experience are preferred. This position is located at our headquarters in Austin, Texas.

Job Summary

Dialog is seeking a Sr. Account Executive to assist in planning and managing the execution of B2B marketing programs, integrated campaigns and traditional/online marketing activities from concepting through execution. This position will work with new and existing accounts to create and grow strong client relationships, ensuring satisfaction and account viability, while also driving Dialog process and managing daily tasks, client communications, budgets, internal team communication, and project schedules to deliver strategic solutions.

This role requires close collaboration with internal stakeholders, Dialog partners, contractors, Client stakeholders, and often, our Clients' agencies and partners to coordinate and manage project-level assignments and exceed client expectations.

Experience and understanding of the digital creative production process, online marketing and integrated marketing campaigns a must. Candidates must be comfortable planning and managing the day-to-day details of multiple projects while handling both client communications and internal team work flows.

The ideal candidate will be self-directed, highly motivated, inquisitive, and possess an exceptional ability to solve problems. A strong desire and enthusiasm to learn and use emerging marketing techniques, tools and initiatives is a must.

Essential Duties & Responsibilities:

- Ensures that Dialog has a long-term positive impact on the business of our Clients
- Works intensely with the rest of the team (Dialogers, Contractors, partners and Client Agencies) to keep the brand efforts moving in the right direction to deliver strategic solutions in time and maintain budget – all while balancing what is best for the Client with what is best for Dialog
- Supports account director and project leads in identifying opportunities, scoping projects, managing schedules, obtaining updates and problem resolution
- Learns about the industry that the Client is in – including major competitors, important news/changes in the industry, and trends within the market
- Develops, documents and manages traditional and online marketing initiatives from concepting to execution to analysis to optimization
 - Develops project plans and timelines
 - Ensures efficient trafficking of all deliverables
 - Communicates regular status updates to key stakeholders
 - Manages budget and hours, proactively identifies issues
- Monitor and analyze digital campaign results and provide regular updates to Account team
- Key day-to-day responsibilities include:
 - Providing daily support to Account Director and rest of Account team, as requested
 - Managing project timelines, budgets, and workflow
 - Medium to heavy contact with client(s) and key stakeholders
 - Manage agendas, meeting notes, hot lists, to do lists, resource allocation, proposals, research and correspondence
 - Organize and maintain files/folders for projects and clients
 - Document and continually improve client and project management processes
- Can be counted on when times are tough!

Qualifications:

- Minimum 3-5 years of agency account management experience, preferably serving Fortune 500 clients
- Proven track record managing interactive and traditional marketing projects; including web site development, email campaigns, events, print collateral, sales enablement tools, integrated campaigns
- Successful management of creative and production processes is critical
- Familiarity with online marketing activities and associated metrics including: SEO, PPC, Display, Social, Email and Mobile
- Planning, coordinating, management and communication (verbal and written) skills
- Strong skills in prioritizing, multi-tasking, attention to detail and organization.
- Experience managing integrated, complex, projects spanning verticals and requiring sales and marketing alignment
- Proven ability to anticipate and problem-solve to ensure client and team satisfaction

- Competence with Excel, Word, PowerPoint and Visio and Project Management/Collaboration tools
- Strong work ethic, business acumen, and professional maturity
- Dynamic, innovative, business savvy personality
- Bachelor's Degree in Business Management, Marketing or Advertising, Master's Degree preferred

PLEASE SEND ALL INQUIRES TO: JOBS@DIALOGGRP.COM OR VISIT WWW.DIALOGGROUP.COM