



What is Expected of a Park&Co Senior Account Executive

I) Job Performance

A) Overall Management of Brand and Builds the Business

Insures overall health of brand and maintains high quality advertising. Establishes key strategies. Formulates contingency and business-building plans. Sets priorities. Anticipates, doesn't react. Avoid unnecessary make-work projects.

B) Writing & Presentation Skills

Strong "stage presence". Capable of outlining, organizing, writing and then delivering important presentations to internal groups and to several Client levels. Good salesperson. Logical, clear concise writer of both "decks" and prose recommendations and presentation. Consistently able to persuade others – both Clients and internal groups. Exhibits a confident, but personal style. Smoothly manages the mechanics of major group presentations.

C) Technical Skills

Proven ability to analyze data and problems concisely. Understands Agency and Client procedures and systems and utilizes them effectively. Evaluates copy and media well. Should have good understanding of digital media and its usage.

D) Strategic Ability

Proven contributions to key brand strategies. Can identify key issues and propose alternative solutions. Key contributor to brand strategy development and manages brand executions for consistency.

E) Administrative & Management Skills

Sets priorities and manages workflow.

II) People Management

A) Development & Training of Account Executives and Assistant Account Executives

Provides on-going feedback to AE/AEs on job performance.. Delegates areas of responsibility as appropriate. Takes a real interest in their careers and in them as people. Provides recommendations for appropriate rewards and recognition. Makes their job challenging. Encourages them to develop their own opinions and style.

B) Leads & Motivates Other Departments

Is primary person on account to set direction, set priorities, evaluates work and sell to Client. Must earn respect of AE/AEs and other

departments. Creates an atmosphere where other department personnel want to work on the account.

C) Has Earned the Client Respect At All Levels

Is regarded as primary contact at appropriate Client level. In addition, is respected by Client management above that Level. Understands Client's business and company philosophy thoroughly. Reaches upward effectively. Sets a tone of partnership. Behaves professionally at all time.

D) Has Established Reputation for Leadership in Agency Beyond Group

Contributes to Agency with presentations and initiatives to improve Agency in terms of systems, ideas, morale, training, etc. Always strives to "do more". Shows commitment to Agency.

III) Fiscal Responsibility

A) Understands Agency Cost Accounting & Financial Systems

Completely familiar with all relevant systems such as cost accounting sheets, time sheets, monthly status reports, budget recaps, etc. Works closely with opposite number in Accounting. Suggest ways to improve accounting practices.

B) Contributes to Holding Down Agency Expenses

Exhibits fiscal responsibility, aggressively seeks to insure that legitimate expenses are billable. Promptly bills what is billable. Maintains watchful eye over other departments' expenditures to guard against potential non-billable costs. Good negotiator with Client. Actively seeks out ways to economize – makes suggestions to management.

C) Understand & Contributes to Cash Management

Recognizes that cash management is key part of job. Understands cash management principles – and why they are so important. Provides the day-to-day monitoring of receivable. Works with Account Supervisor to improve Client performance.

Personally familiar with Client account systems – and people at Client who are responsible for them.

D) Understands P & L Management of Business

Knows how Agencies make money. And is concerned about it. Thoroughly familiar with compensation system with particular Client and how to manage it to Agency's best advantage. Aggressively seeks innovative ways to improve profitability. Initiates business development ideas and coordinates to build income.

