

Clearoute Media - Account Supervisor

Strategic Planning

- Overall accountability for the development and quality execution of all client marketing programs.
- Assist in providing strategic consultation for the client, to help assess and develop leading edge marketing proposals, detailed development, implementation and launch strategies.
- Develop and present detailed marketing strategies, tactics and budgets for client approval.
- Establish measurement criteria, performance analysis and follow-up recommendations.
- Manage client expectations to meet all project objectives and deliverables.
- Develop knowledge of client's business and operations.
- Identify new client opportunities and recommend additional strategies, over and above known business plan.
- Identify, analyze and respond to program/project risk maximizing the results of positive events (opportunities) and minimizing the consequences of adverse events (threats)
- Assist in developing and guiding program strategy as well as leading proposal development, in conjunction with President, and functional groups - IT, Business Operations, Reward Services, Creative Strategy & Services, Measurement Strategy, Finance and Client Strategy & Insight on new opportunities, i.e. RFP's, RFI's, etc., as required.
- Maintain overall financial management and provide direction to Finance re pricing strategy.

Account Team Management

- Hire, train, motivate, support and develop all direct reports.
- Conduct performance reviews on a yearly basis
- Complete career planning guidelines for all direct reports and monitor on a quarterly basis.
- Resolve all communication, operational and strategic issues with client.
- Take responsibility for all deliverables, including management to critical paths, budgets and proposal delivery (writing, construction, content management, binding delivery, recommended case studies).

Management of Functional Teams

- Provide overall direction to functional groups, articulating client objectives and vision through project and creative briefs
- Identify, document and assign project roles and responsibilities.
- Identify the specific activities and resources that must be performed to produce the various project deliverables and control changes to the project schedule.
- Ensure deliverables are on strategy, support overall project objectives, are within budget and on time.
- Update members of functional groups on an ongoing basis, providing relevant information on overall program strategy.

Business Management

- Overall accountability for growing and managing the business.
- Determine and maximize annual account budgets.
- Contributes business building ideas, raising thought provoking issues, ideas and concepts
- Delivers exceptional client service, ensuring client is satisfied with agency's service delivery and creative product.
- Optimize process management within account team and functional groups
- Report timely and relevant information for monthly financials.
- Accountable for meeting all contractual obligations.
- Excellent understanding of internal processes
- Provide weekly existing account status reports
- Provide weekly new business development pipelines
- Tracks and shares campaign results within the agency, as well as with client services and clients.

- Leverages learning for subsequent campaigns by conducting post campaign reviews and developing case studies for future reference.
- Keeps manager informed/up-to-date on all projects, flagging any issues or opportunities as they arise, and proactively seeking support when required.

Business Development

- Coordinate sales operations with all other departments/divisions of the Company.
- Develop and/or maintains and improves business relations with all customers of the Company.
- Seek out and targets new customers and new sales opportunities, initiates action plan to approach and secure new business for the Company.
- Senior responsibility for all Trade Accounts Receivables. Monitors A/R aging on a proactive basis with his personnel, coordinates with Credit Manager and Accounts Receivable Manager/Controller.
- Maximize sales according to the given objectives by making strategic presentations to potential clients to propose to them innovative and creative adapted advertising solutions
- Analyze briefs and judiciously and efficiently utilizes internal resources to prepare documents and presentations
- Develop and maintain good business relationships with existing and potential clients and key people in the advertising industry
- Maximize networking opportunities by continuously ensuring Clearoute's presence in various industry events
- Constantly on the look-out for industry and clients trends, news and information;
- Participates actively in all sales meetings, brainstorm sessions and internal and external training seminars
- Submit any information requested by the President and other senior colleagues within set deadlines
- Maintains high level of organization with all computer files, paperwork documentation and reports.

Leadership

- Supervise client projects through the agency
- Demonstrate business acumen, maturity and integrity
- Demonstrate sound judgment
- Ensure thoroughness and attention to detail

Financial

- Responsible for overall P&L of various projects and respective dedicated accounts
- Responsible for developing and reviewing estimates & billing before presenting to Manager and client.
- Manages financial performance across account(s) and multiple projects, i.e. profitability, income (including forecasts) and growth (business development /new opportunity).
- Responsible for developing and reviewing estimates & billing before presenting to Manager and client.
- Monitors project time, tracks actuals, and reports on and minimizes any variance.
- Responsible for invoicing, WIP and docket management

Position Attributes:

- Account and team leadership
- Heavy client contact
- Senior level contacts – client and internal
- Multiple products accounts
- Team leadership & heavy client contact
- Proactive thinking – has input on project management work

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- Receives minimal work supervision
- Can delegate sub-projects

Success Factors:

- Self Starter
- Willing to work within an entrepreneurial environment
- Success Driven
- Analytical
- Attend to Detail
- Take Responsibility
- Improve Continuously
- Think Creatively (developing)
- Build Strong Relationships
- Think Strategically (developing)
- Influence Decisions and Actions (developing)
- Has a Yes I can Attitude