

Account Strategist

Words At Work seeks an Account Strategist to create meaningful connections between our clients' brands and their audiences.

Words At Work is a successful and growing agency that develops deep connections with clients, and that leads towards long-term relationships. We tend to attract clients with complex offerings—and who choose to sell on value and differentiation, rather than price. We've built a reputation for strategy, writing and design that aligns with this thinking. Our account leaders enjoy working with clients who have complex offerings and evolving markets. The concept of brand is changing, and we want someone to help interpret, understand, and execute on that change.

Responsibilities

Business Development. This position is responsible for maintaining profitable relationships with existing core clients, expanding relationships with less frequent clients and identifying new relationships. Since “cold calling” has never been an effective growth strategy for the firm, it is not a requirement of the job. Driving revenue for Words At Work is paramount to the agency's success, so compensation—both in terms of salary increases and annual bonuses—are largely determined by growth and/or profitability in the accounts managed.

Strategic Work. Words At Work differentiates itself largely through the quality of strategic work. The person in this position will be considered one of the top strategic leaders in the firm. A major part of the job is providing strategic and consultative services to clients that they cannot get inside their own organizations.

Creative Work. The position is also responsible for directing the creative staff, including writers, designers, and videographers. The goal is to develop marketing deliverables that (first) meet or exceed client expectations and (second) help position the firm in the eyes of other clients and prospects. Responsibilities include setting and enforcing quality standards, prioritizing workloads, and ensuring quality and cost align with client expectations. In addition to creative direction, this position has the option of engaging in writing and/or design activities.

Future of the Firm. Words At Work has found a niche that is not inhabited by ad agencies, PR firms or design shops and positions itself at the crossroads of content and digital marketing. Our points of difference have evolved with the market or in anticipation of market changes. This evolution will be continuous and requires leadership attention (and action). The person in the role will be counted on heavily to help lead this.

Responsible Independence. Words At Work has long operated in a culture of “responsible independence.” While some may view this as a lack of structure, people who fit well into our culture view it as an opportunity to avoid micro-management and demonstrate their critical thinking and creative execution abilities.

Other Expectations. Ethical business conduct is a requirement in dealing with clients, partners, vendors and employees. There are minimal travel expectations.

Qualifications

- 5+ years of account management or strategic marketing experience
- 5+ years of leading client facing interaction and primary contact for account management
- Bachelor's degree in marketing, communications, or a related field
- Strong understanding and implementation of marketing and brand strategies
- Strong project management and budgeting skills
- Strong written and oral communication skills
- Ability to successfully manage multiple projects/accounts simultaneously
- Ability to successfully navigate our responsible independence workplace, and a collaborative hybrid workplace environment based out of Minneapolis, MN

About Words At Work

Founded in 1988, Words At Work is a collaborative, entrepreneurial firm committed to helping its clients build strong, profitable brands. Clients use us as a full-service marketing agency. They can also look to us for selected services, such as brand strategy, content marketing, website development, sales enablement, demand generation, social media, and public relations.

Our compensation program includes market-competitive salaries, a generous bonus plan based on company and individual performance, and a 401(k) retirement plan with match. Employee medical, dental, vision, disability, and life insurance premiums are 100% employer paid, as well as employer contributions towards family monthly premiums.

For more information about Words At Work, visit <http://www.wordsatwork.com> or contact careers@wordsatwork.com.

Words At Work is an equal opportunity employer. We are committed to hiring employees regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.