



ACCOUNT MANAGER – JOB DESCRIPTION

The Hatchery Marketing Group (THMG) is a full-service marketing agency. THMG is a 'virtual' agency, with a team of self-starters who are flexible, independent and motivated. They come to the table with a start-up mentality, driven with a sense of ownership, pride and accountability.

At THMG, strategic ideas are developed from genuine, actionable insights, fortified with proven and tested behavioural patterns, and distributed along the path-through-purchase where they can be the most relevant and impactful. The results are campaigns that are not only attractive but also effective, drive long-term results, and meet clients' business objectives.

THMG is looking for an Account Manager to join our growing team! If you have a passion for developing exciting integrated and shopper marketing campaigns, a strong critical thinker and passionate about client service, this may be the opportunity for you! The Account Manager will lead campaign execution, while establishing a strong client relationship.

- Reports to the Account Director
- Full-time role
- Virtual office set up – candidate must have a dedicated working space at home

WHAT YOU'LL DO

- Be a client champion who is passionate and immersed in their clients' business needs, categories and brands, working to execute campaigns that drive their business objectives and exceed expectations
- Day-to-day client liaison effectively communicating with all client stakeholders
- Lead, organize and manage program execution: budgets, workbacks, creative briefs, copy decks, change requests, quality assurance, during and post program reporting and regular internal and client status reports
- Work with Account Director to support the campaign planning process in areas such as budget scoping and management, vendor sourcing and negotiations, research and data gathering, channel exploration etc.
- Work collaboratively with team members, cross functional teams, agency partners, third-party vendors

- Foster strong relationships built on trust with both the client and internal teams
- Drive account growth through critical thinking, idea sharing, insights gathering, campaign optimizations and identifying opportunities
- Work with leadership team and Client Service Team to support client portfolio

WHO YOU ARE

- Post-secondary degree/diploma in Marketing or related field
- 3+ years of agency or client side experience with a proven track record in managing client accounts, at a management level
- Experience within Shopper Marketing and the Grocery landscape is ideal
- Strong working knowledge of integrated marketing channels from POS development, Contest Management, Gift with Purchase programs, Print and Digital Couponing, Website development, Digital, Social, E-comm, Direct Mail, OOH, is an asset
- Resourceful, analytical, adaptable and organized to execute and manage programs with the ability to build rapport with clients
- Proactive and performance driven, while demonstrating ownership and accountability.
- Effective interpersonal skills with the ability to work with cross-functional teams, clients and partners
- Sharp oral, written and proofreading communication skills
- Proficient in MS Word, Excel, PowerPoint, Google Drive and Google applications
- Have a valid driver's license and access to a car to attend client meetings

CONTACT

Please email resumes to Mirjana Mistry at Mirjana.mistry@thehatcherymg.com