

# Junior Account Executive Job Description

---

- Attend client meetings on regular basis or when delegated to handle such task
- Prepare client reports on regular basis and submit such to the appropriate authority
- Develop workable strategies for marketing and sales generation
- Develop helpful plans that will target new and prospective customers for the organization
- Retain all the existing clients of the organization
- Work together with the account planners of the organization for proper analysis of the chosen budget and clients brief
- Prepare and submit to the appropriate authority in the organization, all advertising requirements
- Meet clients' needs latest by deadlines allotted to such needs
- Manage account of the clients and also handle their invoicing
- Maintain contact with the customers at every stage of advertising or marketing campaign
- Check consistently and report in details, the progress recorded on campaigns
- Negotiate on behalf of the organization with the client
- Solve all the problems clients may report on and intimate the senior account executive of those problems he/she finds difficult to handle
- Make available to customers campaign ideas and the costing.