



K I S M E T
M A R K E T I N G

Reports to:

Partners

Position

Full-Time –
Account Executive

Location

Lexington, KY

**EDUCATION /
EXPERIENCE
REQUIREMENTS:**

- Bachelor's degree in marketing, communications, journalism, business or related field
- 10+ years of experience

account executive

Does the strategy and psychology behind marketing get your blood pumping? Are you looking for new professional challenges and dream clients? Want to push past the blah and get your creative hands dirty in a happy, collaborative environment? If strategy, people, planning and general awesomeness are your jam, you may be the perfect addition to our team!

Kismet Marketing is looking for a full-time account executive who cares about our clients as much as we do. Candidates must have impeccable attention to detail, high standards, strategy intuition and exceptional critical thinking abilities – plus the ability to carry a project from concept development through implementation with limited oversight. Big ideas and curiosity are encouraged. In addition to marketing acumen and a willingness to always learn, the new Kismet team member will:

RESPONSIBILITIES:

- Develop, manage and evaluate effective marketing campaigns
- Oversee client deliverables, timelines and budgets
- Research and analyze clients' services, industry and competitors in order to strategically apply marketing principles
- Brainstorm and collaborate with creative team to develop campaign assets
- Facilitate quarterly planning and strategy sessions for clients (at minimum)
- Assist with media planning for both traditional and digital placements
- Formulate and pitch concepts to clients
- Interface with clients/creative team to deliver strategies and solutions
- Write clear, concise and grammatically correct copy

SKILLS:

- In-depth knowledge of marketing principles (including traditional and non-traditional strategies)
- Superior organizational skills and ability to simultaneously manage multiple clients, deadlines and priorities
- Extreme responsiveness to client communication via email, phone and text
- Ability and willingness to quickly adapt to new technologies/processes
- Focus on growing/evolving skillsets and industry knowledge
- Have excellent interpersonal and communication skills

NOW, TELL US ABOUT YOU! To apply, please send the following to jess@kismet-marketing.com:

Cover Letter* | Resume | References (including any connections to Kismet)

Kismet finds in-person collaboration and work synergy paramount to our culture & genius work. Thus, this is a full-time, in-office position.