



## Job Description

Where do you want to go? Pivot is a customer engagement agency that comes alongside our clients to help them comprehend their markets through our research division, connect with their audience through our marketing and creative services agency, and convert leads into opportunities through our training division. We are a group of dreamers and hard workers who love telling our clients' stories. We also love ice cream, because ice cream. **All applicants MUST submit a cover letter with your salary requirements, experience with nonprofits, and practical hands-on account management work in order to be considered. Also tell us about your favorite brand.**

### **Job Title: Account Executive (Nonprofit Vertical Focus)**

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES (OTHER DUTIES AS ASSIGNED):**

- 1. This position is responsible for providing excellent account management and marketing support to multiple client accounts.**
- 2. "Owner" of Pivot's relationship and serves as the primary point of contact with their clients.**
- 3. Understands client situation and takes on client's challenges and opportunities as their own.**
- 4. Develops and implements marketing strategies to meet client's marketing objectives.**

The plan is for this position to primarily focus on serving nonprofits though they may also support Pivot's broadband, B2B or B2C clients. Pivot's nonprofit clients include educational institutions, associations, and charitable organizations including faith-based nonprofits.

#### **Job Duties/Competencies:**

- Takes leadership role in providing a positive experience for Pivot clients. Seeks to establish and grow vibrant professional relationships with key client contacts.
- Able to manage large, multi-faceted client projects with minimal guidance.
- Understands client situation and takes on client's challenges and opportunities as their own.
- Identifies, develops, and evaluates marketing strategy based on knowledge of client objectives, market characteristics, and other situational factors.
- Works with the Pivot team to get client projects produced on-time and of high quality with final responsibility for client approval and satisfaction.
- Develops and implements marketing and communications campaigns, including strategy, creative brief, budget, media schedule, and ROME (return on marketing expenses).
- Provides advice to improve clients' marketing efforts. May include recommendations regarding tactics, channels, messaging and/or other topics tied to donor development and communication, fundraising, volunteer recruiting and communication, partnership development; sponsorships, events, media relations, community relations and other areas of successful nonprofit marketing and communications.

## ACCOUNT EXECUTIVE (NONPROFIT VERTICAL FOCUS) JOB DESCRIPTION

- Manages/delegates tasks effectively, overseeing other members of the account team and project management, including Asana or other tools.
- Experience managing digital marketing programs, including but not limited to email, social media advertising, and search engine marketing.
- Develops copy autonomously or in collaboration with the Pivot team.
- Brainstorms marketing ideas and new campaign concepts autonomously and/or in collaboration with the Pivot team.
- Takes initiative to educate and recommend other Pivot services that would be beneficial to clients.
- Stays informed on market trends, developments and best practices tied to the nonprofit space.
- Other duties as assigned by a director of marketing services or principal.

### **Supervisory Responsibilities:**

There are no supervisory responsibilities with this position.

### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

### **Education and/or Experience:**

- B.S. Marketing, Advertising, Communication or equivalent experience.
- 5 or more years' experience required in marketing, advertising, communications, PR or related for nonprofits.
- Donor development and direct nonprofit fundraising/donor communication expertise a plus. Familiarity with donor development strongly applies.
- Excellent communication and presentations skills for successful interaction with all levels of management, employees, clients and the public.
- Excellent verbal and written communication skills.
- Proven ability to build strong relationships with clients.

### **Computer Skills:**

Expertise in Word, Excel and PowerPoint.

### **Other Skills & Abilities:**

Strong understanding of customer and market dynamics.

Ability to maintain confidentiality.

### **Physical Demands:**

Willingness to travel (up to 15% though less than that is anticipated).

ACCOUNT EXECUTIVE (NONPROFIT VERTICAL FOCUS) JOB DESCRIPTION

<p><b>Physical Demands</b></p> <p>The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to use hands to finger, handle, or feel. The employee is occasionally required to stand; walk; reach with hands and arms and talk or hear. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus.</p>	<p><b>Work Environment</b></p> <p>The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet. This position can be filled by a remote employee. Relocation is not required.</p>
<p><i>Department:</i> Marketing <i>Reports To:</i> Director of Marketing <i>FLSA Status:</i> Exempt, Full Time</p>	<p><i>Prepared By:</i> Dave Nieuwstraten <i>Prepared Date:</i> 10/29/18 <i>Approved By:</i> Dave Nieuwstraten <i>Approved Date:</i> 10/29/18</p>