



dottedline.agency
8000 Franklin Farms Drive • Richmond, VA • 23229

Open Position – Senior Account Manager

Dotted Line is a fast-growing Richmond-based creative marketing company with a roster of regional and national accounts.

We are looking for a Senior Account Manager to support our rapid growth and build excellent client relationships. The Senior Account Manager will work directly with our partners on strategy development and execution, as well as ensuring the proper nurturing and expansion of account relationships. We need a rising leader with strong initiative who can be successful in a fast-paced environment to help lead and build the engagements we need to succeed.

Duties:

Account Management

- Serve as the key client contact and establish senior level client relationships
- Build and strengthen client relationships beyond the day-to-day remit
- Ability to oversee and manage multiple accounts
- Develop and lead client presentations
- Manage ongoing client communication including regularly scheduled meetings/calls and provide exceptional follow-up and reporting
- Assist in the harvesting of new business opportunities through consistency of delivery, innovation, commitment and earned client trust
- Interface with the internal team on planning, deliverables, and timetables to drive the day-to-day operations of programs

Marketing Strategy

- Develop marketing strategies and lead marketing planning on behalf of clients
- Ability to conceive, develop and implement programs that build client brand and provide a foundation to drive business growth
- Understand and apply knowledge around strategic marketing, customer insights and market trends

Project Delivery

- Lead the day-to-day execution of campaigns, tactics, budgets, and schedules
- Contribute to financial management by driving account profitability and understanding how timelines and accuracy contribute to the bottom line



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Desired Experience:

- Bachelor's degree or equivalent
- At least 5 years of previous experience in an agency role or marketing position
- Experience managing campaigns that include multiple touchpoints
- Experience supporting a rapidly growing small business (15+ team members)
- Digital and social media marketing experience preferred

Key Skills and Competencies:

- Strong client relationship skills
- Ability to manage complex marketing campaigns with multiple streams of work
- Ability to work with varying levels within an organization
- Analytic and proactive thinker with a self-starter personality
- Excellent presentation, verbal, and written communication skills
- Attention to detail and problem-solving skills
- Excellent time management skills and ability to multi-task and prioritize work
- Ability to organically grow business

Why Should You Apply?

- Chance to make a difference with a successful, fast-growing business
- The opportunity for career advancement in a professionally growth-oriented environment
- Competitive salary and profit share opportunities
- Strong benefits include paid time off, healthcare, and retirement

Interested?

Please send your resume and cover letter to charles@dottedline.agency and indicate which role you would like to be considered for in your application.