

## **DIGITAL ACCOUNTS MANAGER**

### **SUMMARY:**

The MCCA owns and operates the BCEC's 80-foot-tall exterior Marquee, the 160-foot-wide main lobby Video Wall and the Digital Signage Networks located throughout the BCEC and Hynes. The Digital Accounts Manager serves as the main point of contact for event customers, helping them to leverage these displays and understand design and operating requirements. This role works closely with a variety of departments to ensure all needs are met regarding dynamic digital media production. The position will be an essential part of an award-winning team that continually strives to push the boundaries of these unique digital assets while exceeding customer expectations.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

The Director of Advertising & Sponsorship may designate various other activities. *The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed, as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time for any reason, including reasonable accommodation.*

#### **Client Relations**

- Manage the entire life cycle of digital projects
- Serve as the main point of contact for clients who have purchased time on the digital displays, building strong, trusting and positive client relationships while advising and educating on digital media capabilities, content and programming requirements, and deadlines
- Aid external content creators by providing direction, support, guidance, and advice on best visual use of Digital Displays
- Communicate digital design requirements to internal design team and ensure client needs are met
- Ensure production deadlines are met by all internal and external parties
- Work cooperatively with Digital Operations Manager to ensure event content is programmed according to contracts and client needs
- Ensure all customers receive proper and accurate quotes for content creation and related Digital Media services; verify all billing in Showbiz (MCCA event management system)
- Lead on-site client previews of event content for Digital Displays
- Act as liaison during show hours for client and event digital media issues and coordinate trouble shooting efforts with Digital Operations Manager to ensure customer satisfaction with service and resolution

#### **Internal & External Relationship Coordination**

- Partner with the Venue Product Managers, the sales team responsible for securing event advertising on the MCCA's digital displays, to ensure seamless delivery of content
- Work with External Relations team responsible for securing community events on the BCEC marquee

#### **Leadership**

- Manage and prioritize the activities and evaluate the performance of staff
- Plan, coordinate, direct, supervise and review the work of staff to ensure projects and content goals are met
- Provide or recommend staffing training, development as needed
- Interview, hire and train direct reports as necessary

**SUPERVISORY RESPONSIBILITIES:** Directly supervises staff. Digital Account Coordinator carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include training employees, and planning, assigning, and directing work.

**EDUCATION/ EXPERIENCE:** Bachelor's degree and at least five years of experience or equivalent combination of education and experience in client relationship and project management.

- Excellent client management, organizational and planning skills and the ability to work well under pressure
- Excellent written and verbal communication and interpersonal skills, and the ability to interact with individuals of varying degrees of responsibility
- Proven project management experience
- Demonstrated ability to communicate technical terminology and concepts to a non-technical audience
- Proven ability to solve technical and non-technical problems in nonstandard and innovative ways
- Proficiency with Microsoft Office suite and project management software required; experience with the Adobe Creative Suite and content management systems is helpful.

**WORK SCHEDULE:** This is a full time position. The work schedule for this position will vary depending upon the needs of particular events or projects. Occasional late nights, early mornings, long days, weekends, holidays and “on call” duty required.

**DRESS CODE:** In order to project dignity and decorum expected by the public, appropriate dress and good grooming are expected of all employees, (uniforms are supplied)

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