



I M P R E S S I O N S W H Q

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Seeking Marketing Agency Account/ Project Manager

JOB DESCRIPTION

This unique position is ideal for someone with a strong marketing background and healthcare industry experience. The candidate for this position will work at Impressions' headquarters in State College, PA. As an Impressions' employee you will work with a variety of clients, however, this position will focus heavily on our healthcare client. You will be an integral team member, handling project details to include:

- Strategic planning
- Vendor coordination and media buying for local region
- Media Relations
- Developing and maintaining marketing budgets
- Crafting creative campaigns, including experiential marketing events

It is the Account / Project Administrator's responsibility to work with the Creative Director to implement plans and goals and carry them to fruition. Because we are a small but growing company, employees must be willing to work independently and periodically work outside of their job responsibilities as a team player. You can also enjoy premium quality coffee with your teammates while discussing projects.

IDEAL CANDIDATE MANAGER DESCRIPTION:

- You're **highly professional**- from your appearance & demeanor to your ability to maintain confidentiality.
- You're an **efficient manager** who thrives on improving processes, working ahead of deadlines, building relationships with clients, and ensuring that established priorities and goals are met while maintaining all project management systems.
- You're **creative** and nimbly move from crafting copy, content & social media posts to developing strategic marketing plans and effective campaigns.
- You're **proficient with technology** and enjoy learning new applications.
- You're a **great communicator**, in all ways.
- You're **highly organized** and words like *efficient* and *multi-tasking* are part of your 'happy place'.
- You're **fiercely loyal** and dedicated to the success of the company, the happiness of the client, and the effectiveness of the team.
- You approach work and life with an **'all-in' and 'can do' attitude**. You'll do what it takes to meet deadlines and ensure high quality standards are met each and every time.
- You're a **business development strategist** who invents new revenue streams, increases our client base & builds brand awareness for our services. You've been known to network better than a teenager on snapchat.
- You're a **wise negotiator** who can discern a client's needs, get a great deal from a vendor, craft quotes/proposals and close the deal.



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- You're **fun** to work with, with a great sense of humor (not optional), a taste for strong coffee (optional), and a passion for all things marketing & advertising.
- You're an **experiential marketing guru** and trade shows are a favorite. Assisting with managing our trade show display department (properties management, coordinating client show services, handling display rentals & warehouse systems) is something you could do in your sleep.
- You're **bullet proof**, have x-ray vision, can leap tall buildings in a single bound and have been known to hang out with other superheroes.

MINIMUM QUALIFICATIONS

- Bachelor's degree in Communications, Marketing or a related field; equivalent experience accepted
- 5 years of relevant experience in strategic marketing/communications role required, including leading creative campaign development, budget preparation and oversight, timeline coordination, resource assessment/ allocation, use of market research and assessment tools/resources, client management and strategic planning
- Preference given to candidates with healthcare industry experience and certifications for Google Advertising, Automated Marketing Platform (Hubspot, Act-on, Sharpspring, etc.), and Social Media

COMPENSATION

Full-time Salaried Position

Health, Dental, and Vision Insurance

401K

Relocation Assistance (if applicable)