

## **Job Description** **Manager, Consumer Engagement Marketing**

We are looking to add a collaborative, resourceful, fast-thinking, multi-tasking machine to our cabal of the same. Your role will be to work with senior members of the agency to develop and execute outstanding, non-traditional consumer marketing campaigns of outstanding quality, on time and on budget, for local, regional, and national clients.

What is 206? Recognized as one of the best places to work in Washington, we are a rapidly growing eleven-year-old non-traditional marketing agency based in Seattle. Our client roster is peppered with the biggest of international brands and many regional brands, for which we assemble creative, comprehensive campaigns. Many of our clients have been with us for years, and keep coming back for more. Our new clients quickly become a part of the family.

Key responsibilities and required skills include:

- **Project Management:** With support from account leads, create and manage project plans from start to finish. This includes project objectives, details, work-back schedules, timelines, and other logistics. This requires excellent planning, organization and prioritization skills, including the ability to identify key client deliverables, the most effective strategies to achieve them, and the operational experience to oversee implementation of programs.
- **Marketing strategy and tactics:** Work with senior members of the agency to develop compelling market solutions that exceed client expectations. This requires a knowledge of, and passion for consumer marketing, including important new trends that are emerging. Also, this requires working knowledge of each area of agency expertise and 206's strategic methodology.
- **Communication:** Work closely with clients on a day to day basis. Provide clear and actionable information related to projects. Build a rapport with clients and be seen as a trusted advisor to clients. This requires excellent written and verbal communication skills, including the ability to present ideas effectively and communicate with clients, vendors, press and others on the phone, via email and in person. It requires excellent listening skills, to ensure the clients goals are both clear and being achieved, and may require the ability to explain and persuade the client regarding the rationale of a particular strategy or tactic of the campaign.
- **Team Management:** Maintain solid relationships with internal departments and team members. This requires the ability to effectively manage junior team members of account team.
- **Accountability and initiative:** Ability to deliver work on time and as promised. This requires a great work ethic and being a self-starter, as well as the ability to juggle multiple projects. Ideal candidate is ambitious and willing to provide assistance whenever and wherever needed, including possible nationwide travel on short notice.

**EXPERIENCE: We're looking for someone with strong broad-based consumer marketing expertise, including disciplines such as PR, social media, branding, events, and advertising. Someone who has a background developing and executing experiential promotions/events is preferred. Three to six years of related experience with rapidly increasing responsibility in a full service advertising agency is ideal.**

If you are interested in the position and meet the requirements listed above, please send a cover letter and resume to [careers@206Agency.com](mailto:careers@206Agency.com). Hint: If you'd like to rise to the top of the pile, please include in your cover letter brief and specific examples of times when you achieved success related to the five areas of responsibility detailed above.