



Account Executive

Job Code: 8193

Salary Grade: S09

FLSA Status: Exempt

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Duties and Responsibilities

The Account Executive will be responsible for building and nurturing long-lasting, strategic relationships with customers by gaining a deep understanding of their marketing and communications needs. This role will collaborate within the Marketing and Communications team to strategize, initiate, lead, and communicate projects on behalf of the client. This crucial position will use the utmost professionalism in customer service, problem solving, presentation, organization and planning skills to deliver impactful results to the position's assigned college or unit.

- Cultivates strong, long-term relationships with key clients through a deep understanding of their communication and marketing needs.
- Collaborates with Marketing and Communications teams to develop and implement effective marketing strategies and campaigns tailored to the assigned college or unit.
- Delivers exceptional customer service by ensuring that all marketing and communication efforts meet or exceed client expectations and objectives.
- Tracks, analyzes, and report on the effectiveness of marketing campaigns, providing actionable insights to improve future initiatives.
- Maintains a high level of professionalism and a client-centric approach while addressing challenges or issues, ensuring positive outcomes for both the client and department
- Ensures deadlines and client deliverables are met this includes preparing, tracking, and managing scopes of work, timelines and project briefs.
- Proactively identify opportunities to optimize marketing efforts based on client engagement patterns and needs.
- Conducts client surveys to gather feedback and create action items
- Manages all aspects of assigned account activities this includes brainstorming, strategy, content creation, community management, reporting, and analysis, and delivers recommendations and smart counsel
- Performs various duties as needed to successfully fulfill the function of the position.

Minimum Qualifications

Education:

- Bachelor's Degree in communications, marketing, public relations, or related field

Equivalency/Substitution: Experience or a combination of education & related experience can be considered in lieu of degree. A one-to-one ratio is used to determine the number of years of experience required in place of a degree

Experience:

- 4 years in marketing, public relations, communications or related experience.

Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- Knowledge of marketing and communication tactics
- Proficiency in Microsoft Office tools (Word, Excel, PowerPoint)
- Exceptional written and verbal communication skills with the ability to present ideas clearly and persuasively
- Strong teamwork mentality to collaborate across departments and within with cross-functional teams
- Ability to work effectively under pressure to meet deadlines to manage time-sensitive marketing initiatives and client requests.
- Excellent reporting skills to track project progress and summarize marketing activities.
- Strong organizational skills, with the ability to handle a diverse range of marketing tasks and responsibilities.
- Strong attention to detail to ensure the accuracy and integrity of data and information.
- Highly organized with experience using advanced project management software to track progress and meet deadlines.
- Analytical mindset with excellent problem-solving skills to address challenges and find effective solutions



JOB DESCRIPTION

The UNIVERSITY of OKLAHOMA

- Ability to learn new skills and develop streamlined processes for improved efficiency
- Ability to adapt and remain flexible in addressing diverse client needs and requirements

Working Conditions

Physical: Must be able to work effectively in shared spaces.

Environmental: Must be able to work in a high-impact, fast-paced environment with pressure to adhere to frequent deadlines. Ability to work with a wide range of stakeholders across the department and university.

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