



Senior Account Lead

Company Description

C.O.nxt is a 100% employee-owned communications agency full of farm kids and foodies coming together to create fresh and unexpected solutions driven by deep insight and strategy. We serve purpose-driven brands who stand out in the ag and food industries—from the seed in the ground to the steak on the plate—because that’s what we’re passionate about. Full service. Full hearts. For the love of food.

Position Description

Senior Account Lead will work with our integrated teams to create powerful digital strategies and brand ecosystems for our clients as well as C.O.nxt. The ideal **Senior Account Lead** understands content management systems, marketing automation and digital strategies while demonstrating an ability for big thinking as well as everyday doing to drive client satisfaction.

What Makes This a Great Opportunity?

- You will be part of a mission-focused team-based agency that is a strategic marketing and communications consultant for leading brands spanning food and agriculture
- Culture of positive core values—Caring, Courageous and Committed—used to guide interaction with clients and each other
- Continuous learning environment valuing ideas, collaboration and results
- Casual, friendly work environment with flexible work options
- Dogs every day—employees can bring their dogs to work any day of the week

Essential Duties and Responsibilities

As an impact player, you will help further define this role and areas of expertise, with your skill set helping determine core responsibilities and stretch goals.

- Represent C.O.nxt in a visible and proactive way, including leading industry engagement and networking activities.
- Help lead new business development efforts as well as spotting opportunities for growth within existing clients in a collaborative, cross-functional team environment.
- Ensure timely development of plans, campaigns, and projects with an eye on both client and agency profitability.
 - Seamless integration of both online and offline initiatives, with an eye on digital efforts for improving marketing-to-sales attribution
 - Understanding of different digital, CRM and marketing automation platforms
- Manage direct reports, leading and managing multiple accounts and client teams, providing guidance and direction, and ability to both develop strategies and implement tactics.
- Keep a pulse on industry landscape, competitor activities and new market trends, translating that insight into timely opportunity.
- Provide leadership and motivation, conveying the vision and values of the agency to staff.
- Committed to lifelong learning and challenging the status quo, with innovation being a core driver.

Basic Qualifications

- 7-10 years of related experience in agency or corporate marketing setting



- Experience working across all marketing and communications channels—digital, social media, paid media, mobile—but also understands the value and best use of offline/traditional channels
- Strong strategic vision with an understanding of business and financial objectives
- Industry involvement and experience within the food system
- Strong, charismatic presenter