



Account Executive, Agency Group InStep Health

Reports to: Executive Director, Agency Group

InStep Health is a leader in the healthcare marketing and advertising industry with over 18 years of experience delivering hundreds of successful campaigns for pharmaceutical and over-the-counter brands. InStep Health provides health focused brands access to millions of consumers and the practitioners that treat them every day. Utilizing a unique platform that blends digital and place-based technologies, we connect Healthcare brands to target consumers at the moment they are searching for treatment options to their specific healthcare needs and harnesses the power of active healthcare provider recommendations to further guide purchase/treatment decisions. InStep Health utilizes best in class independent third-party research to determine quantifiable ROI for every campaign.

Our proprietary "continuum of care" platform combines the power of our exclusive retail and doctor office networks with premium digital tools and advanced analytics to bring health brands and audiences together. The InStep Health platform delivers exceptional reach, frequency, and influence.

At the heart of everything InStep Health does is smart data. Our database is built around a suite of first and third party data resources that InStep Health analytics team applies to every program to ensure that the brands we work with are seen by the right consumer and their health care provider, in real time, within the patient treatment journey and across all their digital devices.

Job Description

The Account Executive is a multi-functional position that plays a critical role within our fast-paced advertising sales team, with a focus on driving revenue for the InStep Health platform through growth in high potential new categories. This role requires managing relationships with media agencies, involvement in creating collateral materials, assisting on special projects, and collaborating with key stakeholders across our company to meet revenue goals. Expertise in the advanced data-driven advertising landscape, and ability to operate effectively at the cross-section of traditional and digital media, are critical to achieving success in this role.

Ideal Candidate Profile

- Drive advertising sales demand of the InStep Health platform for specific target clients in high potential categories, developing new POC, digital & mobile opportunities that clearly demonstrate our value to clients
- Secure advertising from a diverse list of Pharmaceutical, CPG, Beauty, and miscellaneous Health & Wellness accounts

.inStep Health.

- Develop and lead day-to-day sales strategy; develop target lists, lead agency outreach and be in market often with InStep Health opportunities
- Field proactive requests: collect, manage and route RFP requests to key stakeholders to ensure deadlines are met
- Develop, maintain, and strengthen relationships with key advertising and media buying agencies
- Partner with internal teams (Sales, Marketing, Operations, Legal, Research, etc.) to develop proactive packages and drive creativity throughout the sales process
- An understanding of and enthusiasm for healthcare marketing as well as POC and digital media/marketing/networking and the power it has to change the way we can communicate with patients and health care practitioners.
- An individual of high integrity, energy, and enthusiasm; self-directed and motivated but also a consummate team player

Additional Responsibilities

- Work closely with internal stakeholders on day-to-day and special projects
- Represent the Company at industry events such as seminars and trade shows.
- Work with Operations team and clients on program execution
- Keep current on industry trends and developments with an eye toward new business development opportunities.

Knowledge and Skill Requirements

- 3+ years of experience selling media; recent POC/digital/programmatic sales experience preferred
- Ability to persuade and influence others. Ability to develop and deliver presentations. Ability to create, compose, and edit written materials. Strong interpersonal and communication skills.
- Knowledge of advertising and sales promotion techniques.
- Visibly requires maintaining a professional appearance and providing a positive company image to the public.
- Willingness to work a flexible schedule and frequent overnight travel.

Client List

- Clients as determined by Executive Director, Agency Group