

**Job Title**

Senior Account Executive

**FSLA Status**

- Non-Exempt
- Exempt

**Reports To**

Sr. Account Director

**Date Revised**

May 2010

**Job Summary**

The Senior Account Executive is primarily responsible for network operation oversight in cooperation with the Account Lead. The Senior Account Executive manages the network database and is the lead on the management of advocate recruitment, evaluation, training and the deployment of patient advocates who share their disease and treatment experiences on behalf of H.A.S. clients. The Senior Account Executive also interacts with H.A.S. clients and their partner agencies to manage the advocate experiences and help ensure they are utilized efficiently and effectively. The Senior Account Executive assists the Account Lead in strategic development for the network and in the mentoring and training of team members.

**Essential Job Functions**

The Senior Account Executive oversees the team's interactions with patient advocates involved in projects for pharmaceutical clients and their agency partners. To be successful, the Senior Account Executive must efficiently oversee the recruitment, evaluation, training and management of patient advocates who participate in activities for our pharmaceutical clients. Responsibilities include:

- Appropriately interacting with clients, advocates and partner agencies as a representative of the network, including responding to requests for information;
- Nurturing and developing effective relationships with clients, advocates and partner agencies;
- Understanding client policies and procedures, guidelines and forms and working with the Account Lead to ensure account team adherence;
- Overseeing daily work flow and making team assignments with general direction from Account Lead;
- Overseeing patient recruiting, including interviewing and assessing patients' ability to participate in activities (media interviews, marketing videos and other activities);
- Overseeing advocate training for live presentations;
- Overseeing the placement of patient advocates through phone and email, including oversight of their travel logistics;
- Following company and client protocols to vigilantly collect and protect patient and client data which requires accurate and timely documentation, including adverse event reporting;
- Independently writing and submitting materials to support patient networks, including creative briefs, policies and procedures, talking points for patient advocates, brochures and other materials;
- Managing network Microsoft Access database to record all information concerning patient recruitment, communication and utilization for information management;
- Managing technical database or communication issues that arise; draft technical documents;
- Other duties as assigned;

**Other Duties**

The Senior Account Executive position is required to account for her/his time through the company time management program. The Senior Account Executive position is expected to work 90% on account work and 10% or less on administrative tasks not related to client work.

### **Educational/Skills/Minimum Experience Requirements**

- Excellent verbal and written skills (writing samples requested);
- Superior interpersonal skills, such as being a good judge of someone's skills and anticipated fit for identified activities;
- Demonstrated success in detail-intensive work;
- Proven experience to work on and prioritize multiple work projects simultaneously;
- Ability to anticipate and solve problems;
- Skilled in Microsoft Access, Excel, PowerPoint;
- Minimum of 5-7 years of work experience in media relations, public relations, marketing, advocacy work and/or health care-related writing;
- Previous work with patients and health care staff and/or in the health care field desired;
- Proven track record of developing and maintaining excellent relationships;
- Ability to work in a dynamic environment where work priorities can often change
- B.A. in English, Journalism or the equivalent preferred but not required;