

Company: Target 10

Position: Freelance account management, full-time (LGBTQ+ Segment Marketing)

Level: Mid-level, 5+ years of experience

Core Competencies: Strategic and creative thinking, customer focus, attention to detail, project management.

Who are you?

- Are you passionate about studying LGBTQ+ culture and consumers of all shapes, sizes, backgrounds and beliefs?
- Do you have experience running multi-faceted/multi-layered marketing programs to successful completion?
- Are you instinctively collaborative, curious, and creative?
- Would you enjoy sharing your perspectives and LGBTQ+ and/or multicultural marketing knowledge, insights and experience with major brands?
- Do you thrive in a small-team atmosphere with a team that often is operating with a start-up mentality?

If so, we may want to speak with you about joining our team as a freelance account supervisor.

Who are we?

For the last 20 years, Target 10 has been the leading LGBTQ+ marketing agency for top-tier brands, products, organizations and services. We are an independent, minority owned, award-winning agency that is proudly certified with the National LGBTQ Chamber of Commerce. We are also a founding member of the ANA's Alliance for Inclusive & Multicultural Marketing. Our clients love us for delivering highly creative, insight-driven, well-executed programs.

Our motivation comes from a place where everybody wins. Clients win with insightful, creative ideas that build their business. LGBTQ+ consumers win with products and services that enhance their lives and engage them in a way that is respectful, truthful, intelligent and informative. The team at Target 10 wins when we get to do what we love – creating lasting connections between our clients and the most dynamic, vibrant and growing market in America.

Diverse perspectives and experiences make us a better agency. As such, we strongly encourage people from underrepresented groups to apply. We seek authentic selves, so come as you are.

As a freelance Account Supervisor at Target 10, what will you do?

- Acquire in-depth knowledge of, and be conversant in, each clients' business – their key issues, competitive situation and industry trends.
- Remain connected, plugged-in, aware and curious. Continuously observe queer trends, culture, news and more to remain insight-driven and on-the-pulse and to ensure a deeper understanding of all LGBTQ+ identifying people and communities.

- Effectively communicate and collaborate with agency colleagues on all projects (internal and client). Build respectful, collegial and friendly relationships with agency staff.
- Supervise and play an active role in the planning and execution of our clients' LGBTQ+ marketing programs and consultation. Demonstrate confidence and authority as the key point-person for assigned projects.
- Keep senior management briefed on account activities.
- Effectively present the agency's recommendations, points-of-view, or strategy documents to clients, taking a leadership role in their preparation.
- Proactively recommend and develop strategic solutions, where appropriate, and maintain a clear link between client strategies and program tactics.
- Build and maintain positive client relationships with a focus on achieving clients' marketing goals through ongoing and regular client contact.
- Provide a model for project leadership . . . prepared and pro-active, thorough and accurate.
- Keep abreast of marketing/advertising and brand-specific trends in order to propose and apply the best approaches to client work.
- Demonstrate ability to adapt to various client corporate cultures.
- Track expenditures and manage project expenses to ensure programs are completed within budget.
- Contribute to new business and agency promotion activities that get Target 10's name out there in front of new prospects and opportunities.

What are the keys to success at Target 10?

1. Contribute to the culture
2. Keep your standards high
3. Be of service
4. Commit to continuous learning
5. Study LGBTQ+ people and communities
6. Know your clients' business
7. Be a driver
8. Be dependable
9. Work with integrity
10. Keep looking forward

Contact: If you are interested in this role, please emailing us at info@target-10.com. Include Freelance Account Management in the subject line.