

Account Planner for Directory Advertising Agency

Wahlstrom (www.wahlstrom.com) is a print and interactive marketing expert with a local point of view. Bundling technological know-how with vast experience in brand strategy, Wahlstrom is the 3rd largest CMR/Yellow Pages agency in the world with more than 100 advertising professionals servicing over 300 brands. Wahlstrom delivers data driven, national and local solutions that increase conversions.

Our Minneapolis office has an opportunity for an Account Planner to focus on organic growth and defend current client spending from a marketing perspective.

Responsibilities include:

- Learn the client's business objectives, marketing and advertising strategies
- Analyze data for use in budget and advertising performance
- Establish annual Growth Action Plans and develop businesses plans to attain those objectives
- Identify and present opportunities to account personnel
- Determine and manage client research projects
- Develop a strong understanding of Internet Yellow Pages (IYP)
- Coordinate the implementation of media plans and special projects with account personnel
- Work in unison with Account Planners from other offices to share best practices
- Liaison to Publisher special offers, growth and marketing opportunities

Minimum Requirements:

- Experience within Yellow Pages/agency media planning or related experience
- Detail oriented, organized and highly motivated team player
- Ability to work effectively under pressure and within a fast-paced environment
- Knowledge of Excel and Access
- Ability to manage a diverse project load
- Ability to meet deadlines and to function in a team environment
- Ability to work independently is critical to success.

As part of the Interpublic Group of Companies, we offer:

- Competitive salary
- Excellent benefits package
- Generous time off allowance

No relocation expenses are available for this position. Applicants must be presently authorized to work in the United States.

Please understand that due to the large volume of responses, we are unable to respond to each candidate.

Please forward resume with salary requirements in confidence.

EOE