

# NEWPORTONE

**Position:** Account Manager

**Experience:** 5-7 Years

**RESPONSIBILITIES:** The Account Manager (AM) is assigned to an account division and is responsible for the day-to-day management of direct-response fundraising programs for assigned client(s). The AM interfaces with and provides direction to key internal teams (strategy, analytics, data), external partners (creative, digital), and partner vendors (production, media planning/buying, data processing, etc.) to successfully execute the client's program.

**ABOUT THE WORK:** Newport ONE is contracted to lead and deliver a diversity of nonprofits' fundraising programs across the country. From Animal welfare, social services, faith-based, and international relief. Newport ONE has developed a client portfolio that is bent on leaving this world a better place, one person at a time. Client programs are built to fit their individual needs and aspirational desires.

Programs vary and can include direct mail acquisition, renewals, monthly sustainer, mid-level, acknowledgment, email, donation page design, optimization testing, analytics, and reporting. Due to the complexity of programs, this work requires a high level of attention to detail, focus, strategic thinking, and the ability to multitask.

## GENERAL DUTIES

### Account Management

#### Data

- Partner with internal data and strategy team and vendor partners to manage data files, processing instructions, segmentation strategies, modeling, scoring, and accurate data output
- Write data requests and data processing instructions as needed and deliver to appropriate team members
- Partner with the client data team to ensure quality of data is maintained from initial request to processing, to final mailplan output
- Liaison between client and data partners throughout data production/processing

#### Creative

- Write, review, and approve direct mail production specs for each direct mail appeal on behalf of the client
- Review creative for project specifications, strategy, and client preferences
- Equip creative teams with project specs for client programs across channels
- Strong attention to detail
- Facilitate copy and art review/development between client and creative teams

## **Production**

- Partner and negotiate with external partners to ensure that client programs are produced and mailed on time and on budget
- Strong knowledge of print production processes
- Review and approve print proofs and set-ups for each direct mail campaign
- Manage budgets to ensure adherence to plan and communicate changes as needed
- Implement high levels of organization and order to support client programs
- Understanding of Direct Mail production logistics

## **Planning**

- Prepares, communicates, and manages schedules for all client program/project activities; makes sure all projects proceed according to plan and deadlines, drawing attention to potential problems before they occur and communicates the ramifications to the client
- Participates in meetings, provides preparation assistance, prepares reports, strategy memos, and other documents for assigned clients
- Experience with managing multiple clients/projects simultaneously in a deadline-driven environment

## **Client Relationship Management**

- Serve as the client's daily contact for all aspects of their program
- Partner with Account Director on complex/sensitive client issues
- Offer a positive, "can do" attitude to the client, internal team and vendors
- Strong problem-solving skills with the ability to anticipate and resolve challenges.
- Provide professional "buttoned up" engagement that leverages a strong direct response fundraising knowledge to earn trust with clients

## **Application Knowledge**

- Wrike
- SharePoint
- Box
- Slack
- ADOBE
- Microsoft Office Suite
  - Excel, PowerPoint, Outlook, Word
- Other Presentation Programs

**ABOUT:** Newport ONE is a leading direct-response fundraising agency... but we're different from any agency you've ever experienced. We don't believe in bureaucracy. We are 100%employee-owned and believe in empowering every member of our team to make the best decisions for our clients and our agency. We're an entirely remote (work-from-home) agency, focused on finding the best talent wherever they reside.

The salary and benefits for this position are highly competitive, including a strong base, bonus potential, company-paid medical, dental and vision insurance, unlimited vacation, 401k with a company match.

**To apply, please send your resume to  
Traci Carney at [tcarney@newportone.com](mailto:tcarney@newportone.com)  
with email subject line – Account Manager**