



# Job Description

## Role: Client Servicing Executive

### Job Profile:

1. Actively and successfully manage the internal & external coordination: understanding client briefs, asking questions, discussing with the internal team, design presentations, get approvals from the client.
  - Attending meetings and documenting the MOMs
  - Fulfil the needs of the creative team for info / guidelines / client preferences / industry data
  - Actively research for latest trends / upcoming brands / communication styles and use the information to add value to the designs
  - Create the roadmap / strategy for each and every deliverable; like sitemap in case of a website, content flow in case of a brochure etc.
  - Be responsible for written approvals from the client on every deliverable and ensuring that the final files are zero error and timely delivered
  - Respond to client / manager's queries / concerns and requests for information in a timely manner
  - Ensure timely payments by maintaining a record of deliverables, coordinating with client & Pineapple's accounts team
  - Create, manage and maintain accurate and accessible tailored documentation of all the work done
  - Interact, negotiate and close deals with vendors and business associates including but not limited to printers, merchandisers etc. ensuring that Pineapple gets the best value at most competitive rates
2. Keeping abreast of client's industry and collecting competitor intelligence
  - Know thy clients: history, the work done and in progress, their future plans & personal preferences
  - Regularly read, monitor and analyse the communication assets of competitor brands
  - Think of new ways / media in which the client communication can be upgraded / updated
3. Assist in the business development initiatives of Pineapple
  - Create and maintain presentations of work / projects
  - Get involved in the creation of client centric communication on website / social media

### Estimated time allocation:

- 70% client management & coordination
- 30% acquiring domain specific knowledge





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## **Role: Client Servicing Executive**

### **Preferences:**

1. Candidate who has worked in agencies / marketing department or in the domain of concept selling for min. 2 years
2. Is comfortable working from home from her / his own city and is comfortable traveling to clients' offices if and when required
3. Exposure of working on a 360 degree branding + communication (print + online) design project for minimum 3 clients

