

**LEARN
GROW
THRIVE**

@ROCK PAPER SCISSORS

An introduction to who we are and how you can thrive at Rock Paper Scissors.



**ACCOUNT
COORDINATOR
EDITION**

ABOUT

What we do better than anyone else:

We understand clients. We create brands that reflect our clients using business-based creative.

We are a team of **type-A creatives** who bring fresh ideas based on solid business sense. We develop strong branding programs that sustain long-term results through the integration of our experience, creativity, and technology. **We inspire growth through creative solutions** that increase visibility and profitability for our clients.

We seek partners, not just clients, vendors, and staff. We believe in long-term relationships, and that through trust and collaboration we are greater together than if we stand alone.

We do all of this because we want to be a part of something big, we want to make a positive contribution, we want to be better, and we choose marketing to get us there.

Branding & Marketing



1985

Randy and Cindy Sutt moved to Atlanta so Randy could pursue a job in nuclear consulting. As an economics major with work experience in banking and utilities, Cindy wanted to use her creative skills for more than just a hobby. She enrolled at the Art Institute of Atlanta to learn how to make prints of her watercolors. There she discovered the graphic design department and fell in love. When Cindy graduated, she purchased her first Mac SE. Her professors and fellow students told her she was crazy, but she was back at the school six months later teaching them how to use the computer.

1986

At 35 years old, Cindy Sutt started her design business as a second career. This company was started with a strong business basis. Understanding how business works gave Cindy a strong footing to apply her creative skills for design and marketing.

The company started as CynDesign in the lower-level of the Sutt home. As Cindy got busier, she started to hire designers and staff members.

1995

It started to get a little crowded in the Sutt house so the business moved to their first office in Downtown Duluth where they stayed for the next ten years.

1994

Randy was ready to retire from his nuclear engineering career and started ARC Digital Imagers along side CynDesign in the Sutt home. This business complimented the design with pre-pressing and printing much of the materials produced by CynDesign.

1998

As the pre-press needs were fading and creative needs were rising, CynDesign and ARC Digital Imagers merged into **Rock Paper Scissors**. Around this time web design and development were added to the mix of services.

2005

Amanda Sutt joined the family business to focus on operations and web development.

2007

RPS Started to explore the business side of social media.

2008

After being in downtown Duluth for over ten years, RPS moved into our own building in Lawrenceville after a two year renovation project.

2010

There were always more questions from clients and local businesses about how they should use social media. Rock Paper Scissors heard these questions and started a started hosting Social Media workshops for the community.

2014

After a year long battle with cancer, Cindy passed away. Amanda and Randy had taken up the reigns and brought on Beckie Manley as interim creative director.

2015

Amanda Sutt stepped in as the CEO and creative director.

2016

Rock Paper Scissors celebrated 30 years in business.

Our History



Message from the CEO:

I joined Rock Paper Scissors because I am passionate about creative people sharing their talents while thriving. We must satisfy our need to create while sustaining a balanced life for ourselves.

We create not by choice but because we can see no other way to exist. We should be celebrated for this passion. We choose to share this only with those who see our greatness.

—Amanda Sutt

Company **BHAG** {Big, Hairy, Ambitious Goal}:
Together, we are creating an agency of
endurance, sustainability, and respect
that **empowers** everyone.

MISSION:

Nurturing Growth Through Creativity

Clients

We help clients see where they can grow and show them how they can achieve this through a solid brand strategy and by leveraging technology.

Company

We are building a culture and developing systems that support our efforts to grow our clients and ourselves in a way that is sustainable and scalable.

Self

Before we are designers, we are people. We have a desire to grow and learn, and this is a key to our culture at Rock Paper Scissors. By taking care of ourselves, we take better care of our clients and our company.

Our Culture



Our Culture at RPS reflects the shared values, attitudes, standards, and beliefs we aim to uphold in our day-to-day lives, both in and out of the walls of our office. We see our shared culture as an essential component in the ultimate success of our business. These are our core values:

Seek Balance

Passionate & Resourceful

Account for Yourself

Honest Relations & Sincere Communications

Lifelong Learning & Sharing

Always Grateful & Open

Playful

Respect & Empathize

Belong to the Team

Scalable & Sustainable

Do

Who We Serve



We have worked with a range of industries over our three decades in business. We currently serve the following industries:

Small to Medium Manufacturing based in the Southeastern United States. We provide product branding and interactive campaigns.

Service Professionals including medical, liturgical, financial, and information companies. We provide branding, print, and digital marketing support.

Non-Profits including education, religious, and economic development. We provide branding, print, and digital marketing support.





Position Agreement



What is a Position Agreement?

A position agreement outlines what your new job will look like and what you will need to do to be successful. **If you are not an expert at everything we have listed, but have the desire to both create and grow your skills, then this is the place for you!** The world around us is changing too quickly to be able to know everything; all we ask is that you are ready to learn new things and continually challenge yourself to be better. We do not expect our new team members to walk in the door being perfect at everything. Excellence will come with time. We will work with you to develop skills you need.

Account Coordinator

Position Results:

An Account Executive at Rock Paper Scissors fills the role of serving our clients.

The ultimate result of your position is to work with and assist the account executive in the day-to-day management of accounts and develop the skills necessary to advance to the position of account executive.

Reports To: Account Executive

Mentor: CEO

Collaborators: We are a team and each one of us has our own specialty. We believe in using the right tool for the right job. These are the tools that are always available to make your projects bigger and better than you could have imagined.

- Client
- Creative Director
- Designers
- Web Developers
- Copywriters
- Photographer & Videographer
- Media Strategists
- Printers
- The Pups

Things you MUST have:

- 2 to 5 years experience
- Agency experience (PR or marketing)
- Small business experience
- A need for work / life balance
- A desire to grow into a leadership role
- Ideas and a passion to own and grow this department
- Willingness to learn
- A love of organization, details and grammar!

Things you MUST Love:

- Design
- Passion
- Collaboration
- People
- Organization
- Technology
- Dogs

Hire character. Train skills.
- Peter Schultz

Tactical Work



IF YOU WANT TO BE SUCCESSFUL,
IT'S JUST THIS SIMPLE.

Know WHAT YOU ARE DOING.
Love WHAT YOU ARE DOING.
AND *Believe* IN WHAT YOU ARE DOING.

- Will Rogers

At Rock Paper Scissors, we do more than just make pretty pictures. We create change and momentum for ourselves and our clients. We do this by not just looking at the task in front of us, but also taking the time to look at the big picture to make sure we are on course and to continuously see if there is a way to be better.

Once you know where you are going, you have a job to do! The following outlines the specifics that you will be in charge of.

Account Executive Assistant

Provides administrative assistance to account executives on day-to-day client activities, including responding to client phone calls, and emails, handling mail/packages, production and creative deadlines, media placements, etc., to ensure continued progress of client workflow in the absence of the assigned account executive. Stays aware of client activities to provide backup when account executives are unavailable.

Gathers and assembles background information and analyses as needed by account executive in development of proposals, briefs, etc.

Assists in proposals creation and follow up, processing final copy, agendas, conference reports, correspondence, and other materials related to account service, and preparing the above for client presentations.

Once a contract is won, sets up the internal job, works with the project lead to establish a project calendar and checks in as change orders are needed.

Maintain complete, digital records of all online advertising, social media and email marketing contracts, agreements, and preferences for assigned clients.

Proofreads copy, artwork, agency and printers' proofs as requested; sees that all work completes the standard agency approval process before being reviewed by clients or turned over to suppliers.

Makes sure all media and projects proceed according to plan and deadlines, drawing attention of account executives to potential problems before they occur.

Oversee execution internal sales and marketing campaigns like award submissions, direct mailers, annual open house, and holiday cookie deliveries.

Actively grow your network of business and client contacts.

Scorekeeper

Measures & tracks KPIs and projections in CRM on a weekly basis to be presented at the weekly sales and bi-monthly marketing meetings.

Maintains client reference notebooks and/or digital archives for all assigned accounts, detailing past work and work-in-progress, and all pertinent information needed for accurate proofreading and meeting of client standards.

Greeter

Acts as receptionist for visitors and preps office for client meetings.

Position Standards



We want to make sure that from day one you will know what you need to succeed. We don't expect you to know everything there is to know in the world, but there are some skills you will need, and there are some skills we will work on. We have a very hands-on approach with our creative team – you are working side by side with the client so that you have the ability to adjust your course when brilliance is placed before you.

Super Organized. Comfortable overseeing multiple, simultaneous projects while staying ahead of client and team needs.

Competence. Understands industry/market best practices and strives to incorporate them seamlessly in day-to-day agency processes.

Writing. Can effectively communicate project scope, client correspondence, vendor relationships, etc.

Software Knowledge. Proficient with spreadsheets, word processing software, email marketing platforms, and managing CRM.

Foresight. The ability to plan ahead to make sure that projects are successfully completed on schedule.

Critical Thinking. Balances analytical thinking and approaches with creative thinking and long-term vision to provide value to our clients and team that exceed client expectations and industry standards.

*Ideas are cheap.
Always be passionate
about ideas and
communicating those
ideas and discoveries
to others in the things
you make.*

- Charles Eames

*Unless you try to do something
beyond what you have already mastered,
you will never grow.*

- Ronald E. Osborn



You know you are doing a *Great* job when:

1. Projects are on time and on budget.
2. You are a pleasure to work with - clients and colleagues alike comment on how much they enjoy working with you.
3. You are ahead of the curve - neither the client nor the team has to ask the status of your projects because you proactively communicate the details and status of your work.
4. You develop a personal connection with your clients - they think you are on the ball and often ask for your advice.
5. The creative team admires the detail in your presentations and briefings.
6. Your projects are profitable.
7. At least 50% of your time is billable to clients.
8. You treat in-house projects with the same care you show for clients - on budget and on time.
9. You enjoy sharing ways to do things better and raise the bar on quality and creativity.
10. You keep your word and do what you say.
11. You are prompt and respectful of other people's time.
12. Your timesheet is up to date so that everyone can see where you are on your project.
13. The dogs like you.



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