

# Job Description.



## Job Title

Account Executive

## Reports To

Content Director

## Objective

To ensure the best possible client satisfaction through the delivery of high quality content and results.

## Job Overview

As account executive you will play a key role on the client accounts you work on. You will be the day-to-day contact for client enquiries, drafting and obtaining approval for different types of content, seeking out relevant opportunities in line with the strategy and ensuring all tasks are completed in a timely manner to a high standard.

## Responsibilities and Duties

- Gain a deep understanding of clients and their objectives
- Build and maintain relationships with clients and act as a strategic consultant to clients
- Produce written content, such as blogs, emailers, press releases, features, thought leadership articles, interviews and social media posts
- Manage your own time and workload, working closely with account leads
- Liaise with the Client Services and Creative teams on relevant content requirements, and ensure timely delivery
- Report, record and monitor your billable time on your clients
- Liaise and build relationships with journalists, influencers and other key contacts – for example to arrange meetings, sell in articles or feature ideas, enquire about current media opportunities, respond to requests in a prompt manner
- Maintain accurate administrative records to ensure all ongoing work, results and upcoming activity is recorded in the correct way and is easily accessible for the team
- Research information to support new business pitches and existing clients, such as advertising costs, competition costs, speaker opportunities, networking events, awards, profile opportunities, forward features and relevant social influencers
- Organise and attend events such as client launches, press trips and networking functions, and attend relevant industry events to enhance your own professional profile, as well as contributing to the organisation and running of agency-wide events hosted by MC2

## Deliverables Expected

- Drive excellence across all of your accounts and ensure all outputs are of the highest possible quality
- Take responsibility for achieving project and retainer KPI's alongside the rest of the team
- Develop and maintain outstanding client relationships, with accurate reporting and progress of their account
- Strive for continuous improvement in everything you do

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## **Qualifications and Expertise**

- High level of English and IT literacy
- Experience of working in a productive, target-focused environment
- Experience of working to varying deadlines across multiple time pressures
- Working knowledge of the wider media
- A level of understanding of the creative and content marketing industry
- Preferably experienced in working in an office environment

## **Skills**

- Excellent verbal and written communication skills
- Confident, enthusiastic and proactive manner
- Results-driven with a creative thought process
- Proactive self-starter who takes responsibility for your own workload and actions
- Ability to anticipate what will be required of you
- Ambition to learn and grow
- Committed to excellence with a passion for marketing and media relations
- Organised with the ability to multi-task and prioritise work

## **Training Provided**

Training will be provided through the 'University of Life' training and development programme.

## **Scope for Progression**

To Account Manager.