

Job Description.



Job Title

Account Manager

Reports To

Content Director

Objective

To ensure the best possible client satisfaction through the management and smooth-running of client accounts whilst achieving KPIs

Job Overview

As account manager you will act as the key point of contact for clients, advising them on the best activity to achieve their objectives, and ensuring we add value to their business. You will be responsible for the overall management of client accounts, ensuring all activity is completed to a high standard, to deadline, and meets agreed KPIs.

Responsibilities and Duties

- Gain a deep understanding of clients' vision, strategy, their competitors and their impact on vertical sectors
- Build and strengthen relationships with clients and act as a trusted strategic advisor to clients
- Brief team members on activity in line with the client strategy where necessary
- Produce high quality written content such as blogs, white-papers, press releases, features, thought leadership articles, emailers and social media posts where necessary
- Ensure quality control of all outputs by offering constructive feedback on all content to team members
- Manage your own time and workload, with oversight of the whole account team
- 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, and monitor all billable time across the account
- Take responsibility for achieving agreed KPIs and maintaining service levels across your accounts, addressing any concerns with the account director or content director before issues arise
- Ensure there is a consistent and strong pipeline of activity, taking the lead with forward planning
- 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 client proposals, and contribute to the development of client strategy
- Organise and attend events such as client launches, press trips and networking functions, and attending 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

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Deliverables Expected

- Ensure high-quality work is produced and executed on campaign and retainer KPI's
- Quickly establish an in-depth understanding of client's industry, vision and strategy
- Ensure clients are provided with clear reporting and progress of their account
- Support team with content delivery and implementation

Qualifications and Expertise

- High level of English and IT literacy
- Previous experience of managing people and client accounts of all sizes within an agency environment
- Proven track-record for implementing and managing successful PR and marketing campaigns
- Preferably have a range of pre-established media contacts
- Experience of working to varying deadlines across multiple time pressures

Skills

- Excellent verbal and written communication skills
- Excellent PR and marketing abilities
- Excellent presentation and organisational skills, with the ability to multi-task and prioritise work
- Able to work with minimal supervision and under pressure
- Proactive self-starter who takes responsibility for your own workload and actions with the ability to anticipate what will be required of you
- Results-driven with a creative thought process
- Ability to manage teams of differing abilities, as well as demanding and complex clients
- Fast learner with the desire to continuously build on your existing knowledge
- Strong client facing skills and confidence in running client meetings
- Ambition to learn and grow, with a commitment to excellence and a passion for marketing and media relations
- Good commercial acumen

Training Provided

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

Scope for Progression

To Account Director, Head of Content.