

# Job Description.



## Account Manager

### Your objective

To deliver outstanding results that have a real impact on your clients.

### Your job

As account manager you will be the trusted advisor and day to day point of contact for your clients, advising them on, and implementing, the most impactful activity to achieve their objectives, ensuring you add real value to their business.

### Your role

- You will immerse yourself in your clients, understanding their business, objectives and strategy as well as competitors and how your work can make a real difference to their business
- Establish a meaningful relationship with your clients through clear and consistent communication and understanding personal and professional pressures
- Show leadership by inspiring and motivating more junior members of the team, giving them opportunities to develop and lead on strands of client accounts
- Taking the lead on forward planning ensuring there is a strong, consistent pipeline of activity
- Produce engaging and insightful written content across a range of different platforms
- Work closely with other teams to ensure content is appropriate and accurate and delivered on time
- Support the strategists with new business pitches and existing client proposals, and contribute to the development of client strategy

### Your expertise

- You are a leader, taking ownership and responsibility, collaborating to get optimum performance from those you work with and ensuring results exceed the client's expectations. You're not afraid to take on stuff that takes you out of your comfort zone.
- You add real value to clients, with a results-driven attitude and a creative thought process.
- You have a talent for implementing and managing successful PR and marketing campaigns, with a suitable network of media contacts.
- Your interpersonal skills are of real value to both your clients and the people you work with.

### Your development

High Performing Teams will help you become the best version of yourself. You will receive a personal training programme through the University of Life including distributive leadership modules, emotional health and resilience, and a skills exchange programme. You will have a personal action plan, monthly development meetings and a personal mentor. And when you're ready you'll be promoted to account director, with routes into the head of content and strategist roles.