

Account manager – job description

Typical responsibilities and duties:

1. For some accounts, you will have primary day-to-day responsibility. For other accounts, you will work in a supporting role alongside an account director. The job will involve advising clients, interpreting clients' requirements and suggesting new ideas around all aspects of marketing, including advertising, printed material, and digital marketing.
2. Evolving and implementing overall marketing strategies, as well as developing and progressing tactical activity. The ability to up-sell additional services.
3. Attending client meetings. This will involve directing the progress of the meeting, preparation in advance of meetings and processing afterwards, including creating and circulating the agenda, producing accurate contact reports and taking responsibility for ensuring actions resulting from meetings happen as agreed.
4. Nurturing client relationships.
5. Ad hoc site visits.
6. Working with, delegating to, leading and mentoring account executives.
7. Responsibility for working with other departments within the company, for example creative and digital, to ensure that client's requirements are effectively executed and delivered to agreed timescales.
8. Responsibility for working with other departments within the company, for example accounts, to ensure all work is correctly costed out prior to commissioning and subsequently charged following delivery. This may involve negotiating prices with suppliers and creating estimates for clients.
9. Liaising with suppliers i.e. photographers, CGI companies to deliver client requirements.
10. Copywriting for your clients' marketing collateral.
11. Performance review and analysis of your clients' marketing activity. The ability to analyse marketing results and communicate effectively both the positive and negative, and make recommendations for further improvement.
12. Assisting with proof reading/checking client work, proposals etc.
13. New business prospecting and pitching, working towards a new business target.



Key qualities required

1. Experience of dealing with clients at a senior level, instigating and leading meetings etc. Someone who doesn't need "hand holding" and has the presence to engender confidence from the client's perspective.
2. A commercial approach to account management and delivery.
3. Experience of advertising, print and digital marketing, ideally (but not strictly necessary) within the house building sector.
4. Able to act on own initiative, but also work as part of an established team.
5. Good organisational & time management skills.
6. The ability to motivate a team and lead by example.
7. Confident, outgoing & able to present well on a professional and personal level.
8. Someone who is able & willing to make decisions and be accountable & take responsibility for those decisions.
9. Someone in whom the company has total confidence to go out and represent the company to its clients.

Benefits

In return for your skills and experience as account manager, we will offer:

- A great opportunity to work for an established creative agency, within a dynamic team, producing industry-leading work
- A competitive salary
- 22 days holiday a year plus bank holidays, increasing to 25 days with length of service
- Opportunities for professional career development, through a one-to-one dedicated personal development plan process
- Free staff car parking
- Childcare vouchers
- Contributory pension scheme
- Company outings and teambuilding events
- Early finish on alternate Fridays, and a flexible approach to working hours
- All the tea and coffee you could ever need, and a fuss with the office dog!



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