

June 2026

Job Description: senior account manager

We're looking for a senior account manager, perhaps someone who is ready to take that step up from an account manager role, to join one of the UK's leading specialist marketing agencies for the new homes sector. Working directly with the company directors, you'll nurture relationships with a range of housebuilders, and a few out of sector clients too, shaping and delivering marketing strategy across digital, creative, CRM and brand. You will have already had experience promoting high-value brands through various channels in an agency environment, property experience is a huge plus.

Responsibilities and duties:

1. Having primary day-to-day responsibility for multiple client accounts and nurturing client relationships. The job will involve advising clients, interpreting clients' requirements and suggesting new ideas around all aspects of marketing, both online and offline.
2. Reporting into company directors overseeing those client accounts, escalating any issues and reporting back on client satisfaction as required.
3. Managing the full lifecycle of projects from conception to delivery.
4. Proactively devising overall marketing strategies, as well as developing and progressing tactical activity, with the ability to up-sell additional services.
5. Driving client meetings. Leading 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. There will also be ad hoc site visits.
6. Working with and delegating to account managers and executives.
7. Responsibility for working with other departments within the company, for example creative and development teams, to ensure that client's requirements are effectively executed and delivered to agreed timescales.
8. Utilising The Company's dedicated in-house job system (Synergist) to ensure all work is correctly costed out prior to commissioning and subsequently charged following delivery.



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VAT registration no. 715 7429 26

9. Managing and liaising with suppliers i.e. photographers, CGI companies to deliver client requirements.
10. Copywriting, proof reading and checking clients' marketing collateral, proposals etc.
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. New business prospecting and pitching

Key qualities required:

1. Experience of dealing with clients and representing the company at a senior level, instigating and leading meetings and has the presence to engender confidence.
2. A commercial approach to account management and delivery, someone who is able & willing to make decisions and be accountable & take responsibility for those decisions.
3. Experience of advertising, print, website management, CRM and digital marketing, ideally (but not strictly necessary) within the property sector.
4. Able to act on own initiative but also work as part of an established team.
5. Good organisational & time management skills.
6. 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 executive, we will offer:

- A great opportunity to work for an established creative agency, within a dynamic team, producing industry-leading work
- A competitive salary
- 30 days holiday a year (including bank holidays), increasing to 33 days with length of service, PLUS your birthday off work!
- Hybrid office/home-working (with as little as one day per week from the office required after induction period, plus client meetings)
- Opportunities for professional career development, through a one-to-one dedicated personal development plan process
- Free staff car parking



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- Contributory pension scheme
- Company outings and teambuilding events
- When you're in the office, all the tea and coffee you could ever need, and a fuss with the office dog!



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