

## Job Description Account Manager

<b>Name</b>	Vacant Post
<b>Job Title</b>	Snr Acct Exec/Account Manager
<b>Responsible to</b>	Account Director (Asgoo)
<b>Working Relationships</b>	Working as part of Reach Marketing. To include Managing Director, Director, Production/Admin, Account Management, Creative, Studio, own Account Management, Online Development, Sales, Development, Health & Safety, Human Resources & IT.
<b>Key Skills</b>	Customer focussed, Implement agreed strategy, employ tactics, Business Development, Written and Oral Communication, Interpersonal, Negotiation, Assertiveness, Organisational & Time Management.
<b>Role Objectives</b>	To be the first point of contact between client and agency to manage/oversee projects on budget , on time and of the highest standards in terms of accuracy and to the brief Relay any positive and negative feedback. To ensure that a high quality of service is provided to clients.
<b>Key tasks / standards for the job role</b>	<p><b>MAIN DUTIES AND RESPONSIBILITIES (Core Skills)</b></p> <ul style="list-style-type: none"> <li>• To provide a high quality service to clients, develop proposals and recommend an effective way to communicate to the end customer of our client.</li> <li>• To contribute to the business objectives of each client.</li> <li>• Develop marketing activity plan (project/chronology)</li> <li>• Produce briefs, costs if required, agree briefs and costs (where applicable) with client.</li> <li>• Ensure own time on projects is logged and accounted for</li> <li>• Implement, Progress and Monitor all work to achieve plan or objective</li> <li>• Deliver projects to time and budget, maximising all efficiency and profit margin opportunities</li> </ul>
<b>Additional duties</b>	<p><b>ACCOUNT MANAGER RESPONSIBILITIES</b></p> <ul style="list-style-type: none"> <li>• Ensure all media opportunities for own client base are communicated to own clients 3 weeks prior to actual opportunity</li> <li>• Supply project and client information to admin team.</li> <li>• Be present for client marketing meetings</li> <li>• Take briefs (using appropriate form).</li> <li>• All specifications for job i.e. page numbers, colours, media information, delivery details should be in job progress.</li> <li>• Mark up amends and brief studio.</li> <li>• Check amends before re-supplying to client.</li> <li>• Ensure sign off procedure is followed.</li> <li>• Ensure all jobs are set to invoice (together with accurate narrative including any purchase order info or cost approval as required by no later than the end of the 1st working day of the subsequent month.</li> <li>• Ensure projects run to schedule by checking job progress/project plan.</li> <li>• Make clients/director aware (if necessary) of project is running over budget.</li> <li>• Purchase items (with director's authority) if office assistant or production manager is not available ensuring that Reach's financial systems are adhered to.</li> </ul>

**Key  
Competencies**

- File digital and hard copy files in correct job folders/bags.
- Responsible for ensuring your client's image store is up to date
- Use job progress on a daily basis\* to track changes and instructions where possible or provide a link to any sub-system/s (eg manual or other electronic systems) and make sure all instructions are auditable
- Agree schedule with client and colleagues
- Take meeting notes and create meeting report within two days or before to allow for deadlines. Use meeting report template (in template folder on desktop).
- Take amends over the phone or via email.
- Produce quotations as required (in two days).
- Make client aware of schedule and importance of sticking to it and implications of not sticking to it.
- Ensure production manager is fully aware of specification before requesting quote.
- To help clients achieve their objectives to enable them to grow.
- Prior to job closure, ensure that all costs/time incurred has been accounted for.
- Complete time sheets
- Work within the Company electronic, automated and paper based systems and processes to ensure that they are recorded, applied & updated accurately and in a timely manner
- To regularly review client satisfaction to improve services & feedback to departments
- To liaise and build effective working relationships, internally and externally which drive the success of the Company
- To adhere and comply with all aspects of the Company handbook and working practices of the Company.
- Work within the boundaries of the Data Protection Act, Health & Safety at Work Act & Employment Law.
- Delivers projects to time and budget, maximising efficiencies and profitability where possible

**Leading and Deciding**

- Initiates action, acting assertively
- Takes responsibility
- Makes decisions related to delivery of projects and proposals

**Supporting and Co-operating**

- Supports others and shows respect and positive regard for them in business and social situations
- Puts people first, working effectively with individuals and teams, clients and colleagues
- Behaves consistently with clear personal values that complement those of the organisation

**Interacting and Presenting**

- Communicates and networks effectively
- Presents, articulates and uses technology effectively
- Successfully persuades and influences others
- Relates to others in a professional, confident and relaxed manner
- Considers client sensitivity before engaging in communications

	<p><b>Creating and Conceptualising</b></p> <ul style="list-style-type: none"> <li>• Open to new ideas and experiences</li> <li>• Seeks out learning opportunities</li> <li>• Handles situations and problems with innovation and creativity</li> <li>• Thinks broadly</li> <li>• Supports organisational change</li> <li>• Adapts and responds well to change</li> <li>• Manages pressure effectively and copes well with setbacks</li> </ul> <p><b>Organising and Executing</b></p> <ul style="list-style-type: none"> <li>• Plans ahead and works in a systematic and organised way</li> <li>• Remains flexible to client and colleague pressures</li> <li>• Follows directions and procedures</li> <li>• Focuses on customer satisfaction and delivers a high quality service or product to the agreed standards</li> </ul> <p><b>People Skills</b></p> <ul style="list-style-type: none"> <li>• <b>Developing Others</b> - Helping others to improve their knowledge and skills in order to achieve their objectives</li> <li>• <b>Providing feedback</b> - Giving individuals and team's constructive feedback designed to improve performance</li> </ul>
<p><b>Professional Performance</b></p>	<ul style="list-style-type: none"> <li>• To ensure that all communication &amp; administration is produced &amp; delivered to a high standard</li> <li>• Maintain complete impartiality &amp; confidentiality throughout all areas of your role</li> <li>• To ensure your conduct falls within the Policies &amp; Practice of the Company, Company Handbook, Health &amp; Safety guidelines &amp; building security</li> <li>• To ensure your attire professionally reflects the Company</li> <li>• To adhere to confidentiality codes of practice and be aware of the implications of information of a sensitive of confidential nature. Non disclosure of this type of information is paramount</li> <li>• 100% attendance / 100% punctuality/ 100% customer focussed</li> <li>• Proving yourself as a respected and valued part of the clients business at all times</li> </ul>
<p><b>Personal Performance</b></p>	<ul style="list-style-type: none"> <li>• To approach your own learning &amp; development in a positive manner &amp; be proactive in these respects wherever possible</li> <li>• To actively contribute to appraisal documents or subsequent reviews where necessary</li> <li>• To monitor, evaluate &amp; action your performances regarding key tasks, targets &amp; objectives</li> <li>• Strive towards 100% accuracy within your role</li> <li>• Strive towards achieving and exceeding performance objectives that are set.</li> <li>• Strive towards providing the best level of service, at all times. (Internally &amp; externally)</li> </ul>
<p><b>General Performance</b></p>	<ul style="list-style-type: none"> <li>• To take good care of any property that may be issued to you</li> <li>• To demonstrate a positive attitude to all colleagues, associates, &amp; internal / external clients at all times. This should be in respect of your role, the Company &amp; its products &amp; services.</li> </ul>

	<ul style="list-style-type: none"> <li>• To carry out any other reasonable tasks as &amp; when requested by your Manager or Directors of the Company</li> <li>• To operate a clear desk policy</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• To effectively liaise &amp; communicate with colleagues/associates</li> <li>• To ensure that information is shared positively, fully understood &amp; used effectively</li> </ul>

Date issued on.....

Date accepted by.....

Name.....

Signed.....