

## **Senior Account Manager (Full Time – Permanent Contract)**

### **Salary: dependent on experience**

Reach Marketing Communications is an agency offering the full range of marketing services. We are looking for an experienced and dynamic Senior Account Manager to join the team.

You are passionate about delivering an excellent level of customer service and will have Senior Account Management experience in a design or marketing agency. Working in a busy environment you will be responsible for a number of key clients, supporting them in reaching their marketing objectives from taking accurate briefs to bringing the finished product to fruition.

Your role would include working with a number of Business to Business clients in the arts, charity and professional services sectors. We also work with many commercial property clients. Our services include marketing strategy and concepts, graphic design for print and digital, copywriting, web design and build, social media and direct mail.

Reach Marketing Communications has been established for over 20 years. You'll be joining a team of 15 talented creatives and account facing staff working in a fast-paced commercial setting.

The successful candidate will have extensive agency experience, be proficient in managing creative marketing campaigns and have strong business development experience across both print and digital media.

### **Key responsibilities**

Provide strategic marketing support to clients as well as maintaining regular contact, keeping them informed of project progress and staying up to date with their services, competitors and industry developments.

Develop and present proposals to clients.

Coordinate project schedules and budgets to ensure timescales and budgets are met.

Check and approve creative/production materials, copy, layouts and production to ensure they are in line with client and agency expectations.

Write briefs for clients' marketing initiatives and coordinate quotes.

Attend and participate in client meetings, providing agendas and meeting reports.

Monitor agency and supplier costs to ensure profitability, and prepare client invoices.

Identify new business opportunities within existing accounts and support other new business efforts.

### **Essential skills and experience**

- Excellent project management and communication skills
- Extensive knowledge of marketing communications
- Highly organised with good planning ability
- Able to handle multiple projects and work to tight deadlines
- Proficient use of Microsoft Office applications (Outlook, Word, Excel, Powerpoint)
- Diligent with excellent attention to detail
- Excellent interpersonal communication, able to relate to others in a professional and confident manner to build and maintain good relationships with clients, suppliers and colleagues
- Driving licence

### **Preferable but not essential**

- A CIM qualification or a degree in marketing
- Print buying experience
- Wordpress website knowledge
- Experience of agency management software (Reach uses Synergist)

As we sometimes work to very short deadlines, additional working hours will be required from time to time at short or no notice so please bear this in mind before applying.

We are based in Leicester city centre, in a listed building with a lovely outlook over a green space and are 5 minutes' walk to Leicester railway station and 10-15 minutes' walk to the main shopping areas.

### **To apply**

Please email your CV to Tamsin Robinson, Office Manager - [tamsin@reachmarketing.co.uk](mailto:tamsin@reachmarketing.co.uk) including Senior Account Manager in the subject line.