

JOB DESCRIPTION

TITLE: Account Manager

Position Overview

As an Account Manager you will be responsible for managing and coordinating the day-to-day delivery of Integrated accounts ensuring we deliver activity on time, on budget and to the Vested standard. You will be responsible for delivering results to the client, all elements of account management and for the account's performance. You will supervise the account team ensuring they receive the guidance necessary to carry out their work efficiently and effectively.

General Responsibilities

1. Mastery of all account executive functions.
2. Management of client projects and client accounts in conjunction with Senior Account Manager, Vice President and Vested Executive leadership.
3. Handling a number of account functions, developing solid working relationships with your clients through regular and pro-active contact.
4. Managing the workload and development of Senior Account Executives, Account Executives, Associates, Graduates and Interns.
5. Working on new business pitches as required.
6. Actively demonstrating deep expertise on clients' business and broader market/industry issues.

Media & Marketing Specific Responsibilities

- Pitching clients from press releases, cold pitches, and feature synopses.
- Expanding journalist outreach into top tier press, and cultivating relationships with broader business and broadcast outlets.
- Managing interviews and follow up for broader business press.
- Providing the client strategic recommendations to raise the client's brand visibility and share of voice through and integrated communications program, providing the client research, data and competitor analysis to support program recommendations.
- Managing strategic social media programs, including content, paid social, follower acquisition and executive visibility to the team; lead on presenting recommendations to the client.
- Managing channel marketing programs, coordinating the program execution between Creative Services, Account team and external vendors including lead generation, webinars, content, paid media, website analytics reports and CRM systems, acting as the primary liaison between the client, external vendors and systems to ensure execution against the client budget and timeliness.

Account Specific Responsibilities

- Managing junior staff to ensure account activity is delivered efficiently, to deadline and budgets.
- Managing junior staff to ensure client reporting is carried out as required.
- Acting as the primary contact for client relationships, providing strategic guidance where necessary.
- Producing 12-month calendars for clients, and reviewing them on a regular basis during account meetings.
- Offering clients strategic/business-level consulting beyond the scope of the retainer.
- Reviewing all press releases, making suggestions to clients about how to create news.
- Reviewing social media content, making suggestions to the clients on the use of owned and paid social channels to achieve communications objectives.
- Acting as the primary contact for client's clients. Conducting interviews, where appropriate to record case studies.
- Delivering ad hoc projects for clients (such as surveys, competitor reports, and advertising reports).
- Monitoring own time spent on account in line with the rest of the team.
- Devising new ideas/stories and selling in to clients.
- Developing key company messages.
- Writing the following content: opinion pieces, award submissions, case studies.
- Keeping track of all ancillary costs (including press release fees and telecoms) and providing sufficient documentation about these fees to both the finance committee and the SAM.

Business Development Responsibilities

- Attending pitch meetings with senior staff, presenting on target audiences and media.
- Attending conferences, and liaising with prospective clients.
- Making recommendations to the sales teams about possible prospective clients.

- Attending all Vested marketing events, liaising with clients, and networking.
- Introducing appropriate Vested services to clients. Cross-selling marketing services, and up-selling projects to retainers.

Personal Specification

This position will ideally suit an individual with a minimum of 3 years agency experience. This is a perfect opportunity for a committed, enthusiastic and ambitious self-starter to manage a range of accounts across the finance industry. Applicants should have excellent media, copywriting and client skills and preferably experience in the financial/technology sector. Foreign language skills would be advantageous.