

## JOB DESCRIPTION

**TITLE: Senior Account Manager**

### **Position Overview**

As a Senior Account Manager you will be working closely with the Vice President and executive leadership of the agency to manage a portfolio of integrated client accounts. The Senior Account Manager provides approval of client-facing content and planning documents to ensure the long-term health of the account and client relationships. You work on securing new business wins working closely with the business development team and Vested senior leadership teams to build compelling business ideas that convert into integrated communications programs. Working closely with the Vice President and executive leadership, you will lead the account team ensuring they receive the guidance necessary to carry out their work efficiently and to the correct standard. As a member of the Client Leadership team, you will work with the Vested senior leadership to set the standards for client management and set the agenda for the future growth of the agency.

### **General Responsibilities**

1. Managing a portfolio of integrated communications client accounts, creating opportunities for portfolio growth through marketing and communications activities expansion.
2. Managing the workload and development of the junior members of the account team.
3. Leading on new business development and acquisition to grow Vested's portfolio of integrated communications clients.
4. Participation on Vested Client Leadership meetings to drive the growth of the agency.
5. Alerting Vested executive leadership of any extraneous circumstances that may impact client revenue and health and developing proactive plans to maintain client portfolio.
6. Maintaining an expert knowledge of client businesses, competitors and the industry issues impacting client operations, providing senior counsel to support to client marketing and communications managers and executive suites.

### **Media & Marketing Specific Responsibilities**

- Approving the delivery and execution of client pitching from press releases, cold pitches, and feature synopses; handling all sensitive and high priority media directly to ensure execution.
- Overseeing the client account team's social media activity, ensuring content, paid social, analytics and competitive monitoring services are being delivered in-line with the client service agreement.
- Execute the delivery of client marketing programs, including lead generation, webinars, content, paid media, website analytics reports.
- Coordinating with Vested's Creative Director and marketing services vendors to ensure client marketing projects are completed on-time, on-budget and to Vested's client service standards.
- Providing senior-level guidance to the account team and clients on new media relations, social media and marketing programs, identifying new opportunities to expand media relationships and client topic areas, leveraging client assets for integration into the communication programs and recommending marketing programs to elevate the client brand profile.
- Acting as senior counsel on client interviews and managing any issues that may arise to ensure client media references are accurate and in accordance with their stated media.
- Media training client spokespeople for broadcast, digital and print media opportunities.
- Ensuring client media objectives are met.

### **Account Specific Responsibilities**

- Managing the client team to ensure account activity is delivered efficiently, to deadline and budgets.
- Working with Vested senior leadership to guide the client relationships, providing strategic guidance where necessary.
- Managing the production of 12-month planning calendars and working with Vested senior leadership to ensure delivery to the client.
- Acting as a senior voice on 6-month client account review meetings; providing in-depth detail to the client of against the communications plan, team member performance and health of the overall relationship.
- Proactively offering clients strategic/business-level consulting beyond the scope of the retainer.
- Driving client thought leadership, news jacking and proactive media programs to deliver program results.
- Working with Vested senior leadership to deliver PR collateral for the client's clients.
- Delivering ad hoc projects for clients (such as surveys, competitor reports, and advertising reports).
- Developing key company messages.
- Writing, editing and delivering opinion pieces, award submissions and case studies.
- Working with the account team to ensure time is accurately entered into the time keeping system and ensure client accounts are managed in accordance with the specific program and budget.
- Collecting information on all ancillary costs (including press release fees and telecoms) and providing the detail to Vested senior leadership; providing sufficient documentation about these fees to the Vested CFO; rebilling clients where appropriate.

**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 5 - 7 years agency experience. This is a perfect opportunity for a committed, enthusiastic and ambitious self-starter to lead a team and manage a portfolio 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.