

**Job Specification.**

Job title: Account Manager   
Reporting line: Client Director  
Department: Client Services Retail

Direct reports: Likely to provide advice and guidance to others

Summary of role: To manage and develop client projects and the day to day running of accounts, delivering excellent client service at all times, and to build relationships with internal departments and external partners.

Areas of responsibility:

* Have a clear understanding of the agency’s offering and be competent and proactive in selling all agency services.
* Understand client’s business objectives and challenges and development of market insight to support with planning and creative process.
* Build and develop good relationships with client and wider stakeholders, acting as the primary day to day contact.
* Responsible for successful interpretation of client brief into great creative and then successfully present creative output, ensuring senior sign off.
* Ensure an appropriate level of senior strategic or creative input, both in projects and at meetings.
* Management of updated work in progress and status reports internally and externally.
* Ongoing book management against budgets and delivery of client billing, including proactively reporting account SWOTs to line manager on a monthly and ongoing basis.
* Manage budgets ensuring work is delivered within budget and on time, using Synergist to inform planning.
* Planning and organising schedules for all work going through the agency, working with other Account Managers to support peaks and troughs.
* Ensure that all elements of the Agency products are delivered with accuracy, to brief and at the highest quality to ensure we are being strategically and creatively brilliant.
* Lead by example by working with internal platforms (eg. Synergist) and agency processes.
* To act in the best interests of Intermarketing Agency at all times.



**Person Specification.**

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|  | Essential | Desirable |
| Knowledge | * Understand agency process * Experience of managing blue chip clients across a variety of sectors * Competent in principles of marketing and advertising | * Worked in agency for a minimum of 4 years * Marketing qualification |
| Skills | * Experience of delivering multiple campaigns * Experience of presenting * Excellent communicator * Organisational and time management * Attention to detail * Competent in preparing quotes and proposals * Confident in use of Microsoft packages * Problem solving * Analytical * Relationship building * Commercial awareness | * Able to develop PowerPoint presentations * Ability to provide insight reports * Ability to provide strategic direction * Experience of managing junior members of client services team * Ability to develop and support junior members of team |
| Values | Lives by our values:   * Made by ‘us’ * Driven by ambition * Powered by creativity * Guided by respect |  |
| Attitude | * Demonstrates Intermarketing’s core expectations at all times:   + Accountability   + Challenge   + Collaboration   + Advocacy * Keen for new experiences, responsibility and ownership * Positive * Self-motivator * Reliable * Team player * Adaptable and flexible * Sets high standards * Ambitious * Fun loving |  |
| Personal Situation | * Able to work extended hours on occasions when required * Driving license | * Ability to travel to meet clients and occasionally be away from home as and when required |