

Job Description

Job Title: Account Manager

Responsible to: Account Director

Nature and Scope:

The Account Manager is a key member of the team working on and managing a portfolio of clients. The Account Manager will make a strong contribution to key business objectives through B2B campaigns and support the Account Director with the management of clients.

Proficient in PR skills, the Account Manager will act as a trainer to junior consultants and interns and also oversee and monitor their workload.

The Account Manager plays a key role in winning new business and will have an understanding of the budget implications of their actions.

Key Responsibilities and Accountabilities:

- Plan and implement impactful PR campaigns
- Develop and lead PR strategies from formulation through to execution aligning them with the client's key business objectives
- Combine creativity with knowledge of the media to recognise media angles and generate positive news coverage, profile pieces and features across a broad media spectrum
- Ability to write "journalist quality" press releases
- Assist in the reporting, analysis and evaluation of PR campaigns
- Liaise with the client and act as key point of contact in support of senior consultants
- Sell ideas, promotions and features to clients and media
- Delegate to junior consultants effectively
- Supervise AE's and Interns activity and workload
- Establish professional relationships with colleagues in other offices
- Fully participate in brainstorming and create workable programmes for new business and existing clients
- Keep track of impending deadlines and ensure all work is completed in a timely manner
- Actively participate in new business development including proposal writing
- Identify new business opportunities
- Maintain agreed client activity and budgets and alert the Account Director to any budget overspend/underspend
- Ensure all work is completed on time and within budget
- Ensure accurate invoicing for all clients
- Produce draft fee and expense budgets for new business
- Track and reconcile project fee and expense budgets

Person Specification:

Academic:

Essential

- Record of high academic achievement
- Good results at GCSE and A Level.
- Graduate

Desirable

- As above with evidence of attainment in science and maths at least to GCSE and A Level
- Relevant degree (2:1) or above from respected university.
- Professional qualifications from CIPR or similar

Experience:

- Essential 2 years relevant experience in a B2B PR agency
- Responsibility for Account Management
- Desirable 2 years relevant experience in a B2B PR agency with experience in science /technology based industries
- Managed a small team and acted as mentor / coach to junior consultants

Skills:

Evidence of:

- High level of writing skills and ability to adapt style for different audiences
- Excellent publicity skills, a strong understanding of the media, editorial requirements and what makes a story
- Ability to demonstrate creativity and innovative thinking
- Experience of delivering impactful PR campaigns from inception through to delivery
- Ability to build relationships internally and externally, at all levels
- Strong organisational and time management skills
- A self starter, demonstrates the ability to work independently, whilst maintaining team role
- Strong administrative and project management skills
- Professional demeanour, sets a strong example to junior members of the team
- A thorough understanding of the value and importance of PR in the overall communications/marketing mix
- Ability to work to deadlines
- Strong presentation skills, presenting effectively without use of notes
- Strong financial and commercial awareness

Account Manager

- Coaching and mentoring skills
- Team building skills, the ability to foster good team relations
- High level of initiative and self motivation. A desire to succeed and achieve
- Reliable, committed and organised with an ability to handle change easily
- Confident, self aware, outgoing and empathetic