

## **Account Manager** **Job Description – March 2017**

Responsive Thinking. That's the idea at the very heart of WPN Chameleon. We create communications that move people to action. To click. To buy. To give. To respond. It sounds deceptively simple. But actually, it's the hardest job in marketing. One that demands skill, talent and experience to achieve successfully, time after time.

We're looking for an experienced Account Manager to work predominantly on Oxfam and Optegra as well as on various project clients and new business wins across both fundraising and financial sectors. The role will involve delivering integrated campaigns spanning a range of channels including TV, print and digital.

The Account Manager will report into two Account Directors and work within a team of two Account Executives and another Account Manager.

### **Purpose of Role**

To manage day-to-day contact with the client & to co-ordinate all client projects & campaign processes that deliver excellent creative within timescales and budget. The Account Manager brings a certain level of experience to the role and as such is responsible for projects, campaigns and should have a self-starting mind-set. The primary purpose of an Account Manager is about delivering campaigns and helping clients in their role as a key day to day interface within the agency.

### **Key Responsibilities**

- Co-ordinate on a day to day basis acquisition and retention activity delivering on time, on budget and to a high standard
- Manage and control day to day client contact and running of business area
- Follow the agency process ensure timing plans are written, estimates are sent out, briefs are approved and WIPs take place
- Uses creative judgment to ensure that work delivered meets client expectations
- Attends appropriate meetings, ensuring good communication on the account
- Ensuring work is estimated accurately and the account finances are kept up to date advising AD if there are any issues
- Scheduling work accurately at weekly creative status to ensure deadlines can be met
- Monitor results and present and review the results with the AD and wider team
- Continuously provide updated information regarding status of work always managing the clients expectations
- Control information gathered about the client through accurate contact reporting, clear project documentation on costs, copy and artwork instructions
- Ensure client and agency is kept up to date with any developments on the account via attendance at relevant meetings, regular reviews.
- Supporting planning with project management skills
- Supporting Account Execs in their development

### **Person spec**

- Excellent communications skills
- A team player
- Calm under pressure
- Well organised with good project management skills
- Excellent attention to detail



- Experience in fundraising and/or TV is desired.

**Benefits**

Competitive salary plus 22 days' holiday for the first year and then rising to 27 days, duvet days, life insurance, training budget, discounted private healthcare, cycle to work scheme, discounted home computer scheme, childcare vouchers.