

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

### **Primary Responsibility**

To provide support to their respective Account Managers on a day-to-day basis, assisting in delivering client projects on time, to a high quality level and within budget.

Aptitude for learning new skills, both marketing and process are required.

### **Purpose of Role**

To assist in all client projects & campaign processes to deliver excellent service within timescales and budget

### **Key Responsibilities**

#### **Business Management**

- To assist the Account Manager in ensuring the successful delivery of all client briefs within time & budget whilst delivering exceptional creative product
- To manage the campaign process, including; creating timing plans, managing budgets and internal sign off
- Ensure the account team is constantly updated on their areas of responsibility e.g. production, work load, competitor reviews
- Ensure understanding of the effect of a job on the client's and Agency's bottom line
- To be proactive in their approach to the role, ensuring that they are actively contributing to the account and its growth
- Work to ensure the above by prioritising, delegating and managing their time and ensuring that their line managers are up to date on all aspects of their projects

#### **Client Service**

- To have a clear understanding of the client's business, including competitors
- Continuously provide updated information regarding the status of work, always managing the team's expectations
- Control information gathered about the client through accurate contact reporting, clear project documentation and instructions
- Ensure the team is kept up to date with any developments on the client's business including any relevant competitor information
- Create and promote loyalty to the agency and the agency's culture

#### **Day-to-day tasks**

- Status reports - Keep the status report up-to-date and circulate weekly
- Meeting notes – assist writing contact reports after each meeting
- Creative Status – making sure the creative status is up to date with latest creative requirements
- Guard Files – Ensure that once a new piece of creative has been signed off, it is printed and placed in the relevant file
- Results – Help obtain/ collate client results and save in central area
- Artwork / Creative amends – relaying any client feedback via studio or creatives, checking proofs and run-outs and supplying assets and images for artwork
- Billing log – Making sure that the billing log is up-to-date and all invoicing is done on a weekly basis

- Monthly Events Calendar – keeping this populated and current and writing up at the end of the month
- Samples– Ensuring we have samples of all packs and filling them in a central area

## **Personal characteristics**

This person should be:

- Enthusiastic and positive in their approach to work
  - Have a “can do” attitude and work hard alongside colleagues to actively solve problems which arise. Offer solutions where you can.
- A self starter, be able to use their initiative and take responsibility
  - If you see something which needs doing or could be improved, volunteer to do it!
  - Think through the task you’ve been asked to do and the implications. Then raise any queries or concerns you have.
- A real team player
  - Think how best you can support your Account Team, but also other Account Executives and colleagues at WPNC. e.g. answering the phones, helping to arrange social activities in the office.
- Well organised and always busy
  - Maintaining guard books are just as important as running projects. You need to manage the day to day tasks alongside projects you are directly managing.
  - If need be, ask your line manager for help prioritising what needs doing.
- Checking their own work and have a good eye for detail
  - Don’t rely on others; make sure you are happy with artwork before you pass it on to your manager, the studio, your client.
- Punctual
  - If clients are in for an early meeting, make sure you are in before them to set up!
  - Be prepared to work beyond your core working hours during busy periods.

## **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.