



Job Description – Account Manager

Date – March 2019

Location: London W1

Salary: £28k - £32k (dependent on experience) + benefits

WPN Chameleon is an established direct marketing and digital agency based in central London with 45 staff. The majority of our work is with national and international charities and non-profit organisations, helping them communicate better and raise money to create positive change. We also have a handful of dynamic commercial clients working on new product development and TV.

We're looking for an enthusiastic and budding marketer to join our fast-paced but friendly and fun agency. The role is ideal for someone early in their career who wants to develop their skills and gain experience across a wide range of campaigns, across channels (Digital, TV, Press, DM) and clients with the support of an experienced account team.

Primary Responsibility

To co-ordinate on a day-to-day basis client projects on time, to a high quality level and within budget.

Purpose of Role

To manage day-to-day contact with the clients and to co-ordinate all client projects and 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.

Key Responsibilities

To co-ordinate on a day-to-day basis across acquisition and retention activity delivering on time, on budget and to a high standard. To ensure successful delivery of all client briefs within time and budget whilst helping the agency to deliver exceptional creative.

In summary:

- Responsible for delivery of acquisition activity required on both a fundraising and commercial client
- Manage and control day-to-day client contact and running of business area

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- Follow the agency process ensure timing plans are written, estimates are sent out, briefs are approved and WIPs take place
- Making sure status reports goes out on time, and are accurate
- 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 Account Director if there are any issues
- Scheduling work accurately at weekly creative status to ensure deadlines can be met
- Monitor results plus present and review the results with the Account Director 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 and status meetings
- Supporting our Planning team with project management skills

Our ideal candidate will:

- Have excellent communications skills
- Be a real team player
- Be calm under pressure
- Be well organised with good project management skills
- Have excellent attention to detail
- Previous integrated agency working across digital and DRTV experience is a plus

Performance Measures

Performance is monitored periodically and to an agreed set of measures/criteria, based on a set of objectives which are discussed in advanced. Criteria will include day-to-day client servicing, longer term planning and other internal agency measures.

How to apply

To apply for this role please send your CV and a note outlining why you would like to work at WPN Chameleon to hireme@wpnchameleon.co.uk

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