

**Job Title:** Account Executive

**Department:** Client Services

**Reporting to:** Account Director/Account Manager

**Location:** Wandsworth Town

**Date:** February 2020

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### **Job Purpose**

As an Account Executive at MBA you will be supporting across a number of client accounts (global IT brands) and work closely with Account Director/Account Manager to run successful campaigns end-to-end.

You will be gaining experience on projects ranging in scope from brand awareness, to lead nurture, to lead generation, to sales enablement. You will be supporting internal efforts from campaign strategy, to creative development, to in-market activation, to end-of-campaign reporting, and tracking progression in line with agreed output and milestones.

As an AE you will drive client updates and communication in both written and verbal format, working closely with the team to set and manage expectations, and deliver output that delight our clients.

You will be given the opportunity to run campaigns independently, as well as support the team in the delivery of large integrated strategic initiatives.

### **Key Accountabilities & Responsibilities**

#### **Client Retention & Growth**

- To support in nurturing and developing relationships of named contacts within owned accounts
- To support in growing network within owned accounts through referrals
- To support in responding to cross-sell/up-sell opportunities within owned accounts and contact network
- To support in driving overall client satisfaction within owned accounts

#### **Account & Project Management**

- To own/support end-to-end project management in line with client expectations
- To drive internal and external project communications in a proactive manner (email, phone and face-to-face)
- To own internal and external project admin and cadence tasks

- To drive 3<sup>rd</sup> party/supplier/partner liaison
- To own quality control of team output (best practice & brand guidelines)
- To complete internal briefing documents
- To support team in the management of large strategic/priority projects

#### Operational Efficiency

- To be responsible for project execution in line with company processes
- To be responsible for project admin tasks in line with company processes

#### Commercial Support

- To be accountable for the accurate quoting of owned projects working with internal team
- To be support for timely project forecast management using MBA systems
- To be responsible for project profitability review and escalation
- To support in the preparation and contribution to weekly sales meetings and monthly RRT meetings

#### Other

- To support AD/AM in ensuring all team KPI's are consistently met as advised by Client Services Director
- To be responsible for carrying out any other ad-hoc duties as requested by AD/AM

### **Key Working Relationships & Communications**

#### Internal Contacts

- Account Director/Account Manager – Ensuring upwards visibility on, and input to, client relationships and projects
- Team Leaders – Collaborating to ensure project quoting and output is in line with client expectations
- Internal Departments – Ensuring output is delivered to meet client expectations on quality, time and on budget
- Client Services – Supporting the team if/when needed across all clients

#### External

- Clients – Ensuring client communication is managed in a proactive and professional manner
- Suppliers – Ensuring the supplier output is in line with client expectations

### **Values**

Everyone in the Company is expected to live the values in all that they do, put simply they are our promise to each other and form a critical element of the business's ongoing success.

Our values underpin our actions and are used to measure and evaluate individual performance and behaviours:

**Disclaimer** – The above statements are intended to describe the general nature and level of work being performed by people assigned to this role. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed to meet the ongoing needs of the business.

- Unite Sales & Marketing
- Deliver & Delight
- Force for Good (Mellon Educate)

## **Person Specification**

### **Formal Education & Certification**

Education and certification is of less importance to MBA, as long as you have the right knowledge, experience and personal attributes (see below). Qualifications and certifications are considered *nice to have*, not mandatory.

### **Knowledge & Experience**

Demonstrable experience within;

- Professional / office environment
- Project organisation and management
- Verbal and written communications
- Microsoft office tools; Outlook, Excel, Word, PowerPoint
- Time and task management
- Technology (Hardware / Software) – *Nice to have*
- B2B Marketing – *Nice to have*

### **Personal Attributes**

- Professional
- Positive
- Passionate
- Energetic
- Attention to detail
- Proactive / willingness to learn
- People-Oriented
- Results-Driven

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### **Remuneration/Benefits**

- Competitive salary

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- 23 days holiday per year increasing by 1 every year to a maximum of 25 days (plus 8 days bank holiday)
- Additional holidays; 1 duvet day, 1 birthday, 1 moving-house, etc.
- Company laptop
- Monthly PACE award
- Monthly buzz club contribution
- Quarterly STAR award
- Pension scheme
- Health scheme (optional)

### **Find out more**

- [www.mcdonaldbutler.com](http://www.mcdonaldbutler.com)
- [www.retail-in-detail.uk](http://www.retail-in-detail.uk)
- [www.linkedin.com/company/mcdonald-butler-associates](http://www.linkedin.com/company/mcdonald-butler-associates)
- Instagram: we.are.mba
- Twitter: @McDonaldButler

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