

Job Title: Account Manager

Department: Client Services

Reporting to: Senior Account Director/Client Services Director

Location: Wandsworth Town

Date: January 2020

Job Purpose

As an Account Manager at MBA you will be jointly responsible for a number of client accounts (global IT brands) and work closely with your Senior Account Director to maintain and grow accounts and network through successful campaign activation.

You will be working independently on accounts and projects ranging in scope from brand awareness, to lead nurture, to lead generation, to sales enablement. You will be coordinating internal efforts from campaign strategy, to creative development, to in-market activation, to end of campaign reporting, and driving client engagement in line with agreed output and milestones.

As an AM you will also be accountable for the delivery of large integrated strategic initiatives for key accounts. You will be living our brand ethos of Deliver & Delight.

Key Accountabilities & Responsibilities

Account & Project Management

- To be accountable for end-to-end management of specified projects and accounts
- To be accountable for quality control and compliance management of output against brief and brand guidelines
- To be accountable for maintaining a consistent and high quality of output on all owned and team projects (best practice)
- To be accountable for regular, proactive and professional client communication via email, phone and face to face
- To be responsible for campaign tracking and reporting against KPIs agreed

Client Retention & Growth

- To be accountable for nurturing and developing relationships of named contacts within owned accounts
- To be responsible for identifying cross-sell/up-sell opportunities within owned accounts and contact network
- To be jointly responsible for proposal development for owned account contacts

- To be jointly responsible for overall client satisfaction within owned accounts

Operational Efficiency

- To be responsible for project planning and execution in line with company processes
- To be responsible for project admin tasks in line with company processes across all accounts (both owned and not)
- To be responsible for completion of relevant internal briefing documentation
- To support account leads with meeting organisation, agenda creation, note taking and client action follow up.

Commercial Management

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

Other

- To be responsible for carrying out any other ad-hoc duties as requested by other members of the Client Services team

Key Working Relationships & Communications

Internal Contacts

- Client Services Director – Ensuring upwards visibility on, and input to, client relationships and projects
- Department Leaders – Collaborating to ensure project scoping and quoting 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
- Operations team – Providing information as and when required to ensure smooth running of all business operations

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.

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.

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

- 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;

- Marketing communications agency environment
- End-to-end campaign management (online / offline)
- Relationship-building / client satisfaction
- Online & offline client liaison
- B2B Marketing
- Technology (Hardware / Software) – *Nice to have*
- Channel & Alliance – *Nice to have*
- Account Based Marketing (1:1, 1:few, 1:many) – *Nice to have*
- Industry Programmes – *Nice to have*

Personal Attributes

- Professional
- Positive
- Passionate
- Credible
- Energetic
- People-Oriented
- Results-Driven

Remuneration/Benefits

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- Competitive salary
- Annual/quarterly bonus scheme
- Pension scheme
- Health scheme (optional)
- 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.
- Monthly PACE award
- Monthly buzz club contribution
- Quarterly STAR award
- Much more...

Find out more

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

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