

Job Title: Account Manager

Department: Client Services

Reporting to: Account Director/Client Strategy Director

Date: September 2020

Job Purpose

As an Account Manager at McDonald Butler Associates (MBA) you will be jointly responsible for a number of key client accounts (global technology and IT brands) and work closely with your Account Director and the Client Strategy 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 and account-based marketing (ABM). You will be coordinating internal efforts from campaign strategy, to creative development, in-market activation, to end of campaign reporting and driving client engagement in line with agreed output and milestones.

As an Account Manager 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

Client Retention & Growth

- To be accountable for nurturing and developing relationships of named contacts within owned accounts
- To be accountable for growing personal network within owned accounts through referrals
- To be responsible for identifying cross-sell/up-sell opportunities within owned accounts and contact network
- To be jointly responsible for proposal development and presentation for owned account contacts
- To be jointly responsible for overall client satisfaction within owned accounts

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

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
- 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 where required

Commercial Management

- To be accountable for accurate quoting of owned projects working with internal teams
- To be responsible for timely project forecast management using MBA systems
- To be accountable for project profitability management and escalation
- To be responsible for prep and contribution to sales meetings and monthly Resource, Revenue and Time (RRT) meetings

Other

- To support the Client Strategy Director in ensuring all team KPI's are consistently met as advised by your Account Director
- To be responsible for carrying out any other ad-hoc duties as requested by CSD/SAD/AD within the team

Key Working Relationships & Communications

Internal Contacts

- Client Strategy 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 including directly to the Managing Director and CEO
- Internal Departments – ensuring output is delivered to meet client expectations on quality, time and on budget
- Client Services – supporting the team (if and when needed) across all clients

External

- Clients – ensuring client communication managed in a proactive & professional way
- Suppliers – ensuring 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:

- Uniting Sales & Marketing teams
- Deliver & Delight our clients
- Business as a Force for Good (Mellon Educate – the charity we support)

Person Specification

Formal Education & Certification

Education and certification are of less importance to MBA, as long as you have the right knowledge, experience and personal attributes (see below). Qualifications and certifications are considered good to have, but 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 landscape
- Technology (software/ cloud computing/ IT) – Good to have knowledge
- Account Based Marketing (1:1, 1:Few, 1:many) – Good to have knowledge
- Industry knowledge such as retail, aerospace, automotive – Good to have knowledge
- Channel & Alliance programmes – Good to have knowledge

Personal Attributes

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

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.

Remuneration/Benefits

- 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 personal day, 1 birthday, 1 moving-house day etc.
- Monthly PACE award
- Monthly Buzz Club contribution
- Quarterly STAR awards
- Remote working

And much more

Find out more

- www.mcdonaldbutler.com
- www.linkedin.com/company/mcdonald-butler-associates
- Instagram: [we.are.mba](https://www.instagram.com/we.are.mba)
- Twitter: [@McDonaldButler](https://twitter.com/McDonaldButler)

- www.melloneducate.com

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.