

## Job Description

Date: 10/03/2021

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Title:	Account Executive
Department:	Client Services
Reporting to:	Account Manager
Location:	Office based (currently remote)

## About MBA

McDonald Butler Associates is a strategic B2B sales and marketing agency specialising in Account-Based Marketing, Channel & Alliances, and Industry / Demand Programmes for the technology sector. We unite strategic insight and creative cut-through to drive better audience engagement, forge stronger relationships and accelerate sales. We're proud to be working with some of the world's largest and most innovative B2B companies, delivering ROI-focused campaigns.

MBA is passionate about business as a force for good. We are active supporters and advocates to [Mellon Educate](#) and [Pennies](#), donating a percentage of our profits and time each year as part of our giving back commitment.

## Job Purpose

As an Account Executive at MBA you will be supporting across a number of client accounts (global tech brands) and work closely with the rest of the account team 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, and much much more. You will be supporting internal efforts from campaign strategy, to creative development, to in-market activation, to end of campaign reporting and tracking in line with agreed output and milestones.

As an AE you will drive client updates and communication in both written and verbal format. You will be given the opportunity to run campaigns independently, as well as support the team in the delivery of large integrated strategic initiatives.

You will be living our brand ethos of Deliver & Delight.

## Key Accountabilities & Responsibilities

### Client Retention & Growth

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

### Account & Project Management

- Own/support end-to-end project management in line with client expectations
- Drive internal and external project communications in a proactive manner (email, phone, face-to-face)
- Own internal and external project admin and cadence tasks
- Drive 3<sup>rd</sup> party/supplier/partner project liaison
- Drive quality control of team output (best practice & brand guidelines)
- Support the team in the management of large strategic/priority projects

### Operational Efficiency

- Responsible for project execution in line with company processes
- Responsible for project admin tasks in line with company processes

### Commercial Support

- Accountable for the accurate quoting of owned projects working with relevant internal team leaders
- Support for timely project forecast management using MBA systems
- Responsible for project profitability review and escalation
- Support in the preparation for, and contribution to, weekly sales meetings and monthly RRT

### Other

- Support AD/AM in ensuring all team KPIs are consistently met as advised by the CD/ES
- Responsible for carrying out any other ad-hoc duties as requested by AD/AM

## Key Working Relationships & Communication

### Internal

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

### 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 at MBA 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' ongoing success. Our value underpin our actions and are used to measure and evaluate individual performance and behaviours.

- Honesty & Integrity
- Motivating & Empowering
- Reliable & Passionate
- Collaborative & Agile

## 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. 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 communication
- 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

### Remuneration/Benefits

- Competitive salary
- Pension scheme
- Health scheme (optional)
- 23 days holiday per year increasing by 1 every year to a maximum of 25 days (plus bank holidays)
- Additional holidays: 1 duvet day, 1 birthday, 1 moving house, etc.
- Monthly PACE awards
- Monthly buzz club contributions
- Quarterly STAR award
- Much more...

**More about MBA**

[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](https://www.linkedin.com/company/mcdonald-butler-associates)

Intragram: we.are.mba

Twitter: @McDonaldButler

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. All personnel may be required to perform duties outside their normal responsibilities from time to time, as needed to meet the ongoing needs of the business.

