

Job Description

Date: 10/03/2021

Title:	Account Manager
Department:	Client Services
Reporting to:	Account Director
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 Manager at MBA you will be jointly responsible for a number of client accounts (global tech brands) and work closely with your Account Director and wider team 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 much much more. You will be coordinating internal efforts from campaign strategy, to creative development, to in-market activation, to end of campaign reporting, and proactively driving client engagement in line with agreed output and milestones.

As an AM you will be accountable for the seamless delivery of small ad-hoc projects as well as large integrated strategic initiatives for key accounts.

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

Key Accountabilities & Responsibilities

Client Retention & Growth

- Accountable for nurturing and developing relationships and names contacts within owned accounts
- Accountable for growing personal network within owned accounts through referrals
- Responsible for identifying cross-sell/up-sell opportunities within owned accounts and contact network
- Jointly responsibility for proposal development and presentation for owned account contacts
- Jointly responsible for overall client satisfaction within owned accounts

Account & Project Management

- Accountable for end-to-end management of specific projects and accounts
- Accountable for quality control and compliance management of output against brand guidelines and brief (agreed scope)
- Accountable for maintaining a consistent and high quality of output on all owned and team projects (in line with best practice)
- Accountable for regular, proactive and professional client communication via email, phone and fact-to-face
- Responsible for campaign tracking and reporting against KPIs agreed

Operational Efficiency

- Responsible for project planning and execution in line with company processes
- Responsible for project admin tasks in line with company processes
- Responsible for supplier engagement and management (where applicable)
- Responsible for completion of relevant internal briefing documentation

Commercial Management

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

Other

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

Key Working Relationships & Communication

Internal

- Account Director: Ensuring upwards visibility on, and input to, client relationships and projects
- Hub & Team Leaders: Collaborating to ensure project scoping and 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;

- Marketing communications agency environment
- End-to-end campaign management (online/offline)
- Relationship-building / client satisfaction
- Client management & liaison
- B2B marketing
- Technology (Hardware/Software) – *Nice to have*
- Account-Based Marketing – *Nice to have*
- Channel & Alliances – *Nice to have*

- Industry Programmes – *Nice to have*

Personal Attributes

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

Remuneration/Benefits

- Competitive salary
- Discretionary bonus scheme
- 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

www.retail-in-detail.uk

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.