

30 April 2010

Account Manager: Digital – job description v2

You are required to devote the whole of your working hours to the duties of your employment. You must, at all times, work in accordance with the procedures and policies of the Company.

From time to time you may be required to work unsupervised. This will entail having a key to the premises and being responsible for setting the burglar alarm and generally securing the premises on leaving.

Typical Responsibilities and Duties:

1. Managing existing client accounts, including:
 - (a) Developing a strong working relationship with clients. This will involve client meeting attendance, both with senior staff and alone.
 - (b) Maximising client revenue. This includes identifying and winning new sales from the client and their associated businesses for MMS (including traditional advertising, PR, print and market research solutions). This process requires an excellent understanding of the clients' businesses and generating ideas on how our digital services can be used to solve their business and marketing challenges, e.g. website design & build, search, email, social, analytics, interactive games, digital media campaigns, etc. The role will require the ability to put together presentations and the confidence to deliver them.
 - (c) Briefing in work to the production team and working alongside project management to ensure client satisfaction
2. Reporting to and working with your Account Director to ensure a consistent and timely workflow, meeting all relevant deadlines and liaising with and managing freelancers as required.



3. On occasions there will be involvement in the pitch process for new business opportunities.
4. Any other duties as may be consistent with your position and be requested by your Line Manager.

Key Qualities – an informal overview

1. **An accomplished all-rounder.** We've no place in our team for *prima donnas*. Everyone needs to be prepared to 'roll their sleeves up and muck-in' as and when the need arises.
2. **Highly literate and numerate.** We're proud of our track record for accuracy, attention to detail and the resulting ISO9001 accreditation. Even when the spell and grammar checker is disabled and the calculator is locked in the drawer, we expect you to be able to construct a sentence and add up a column of figures.
3. **A team player.** There's no 'i' in 'team'. We know it's a cliché but we've got a great team of people on board and we need someone who can make it even better; someone who's prepared to contribute and sometimes lead discussions and debates, and has a sense of humour. All the better if you're inclined to organise the occasional 'social' now and again.
4. **Comfortable with technology.** MMS is a technophobe free zone. It is a given that you know your way around the Microsoft Office suite including Outlook, which we use for diary, email and contacts; you'll be writing documents in Word, plus regularly using Excel and PowerPoint. We mainly use PCs, so that should be your platform of choice, although we use Macs in the studio and if you can work one of those too it would be a bonus.
5. **Future potential.** If you don't like heights, maybe this isn't the job for you. Ideally we want someone with experience and seniority within a wider agency management role; someone who is capable of taking responsibility for key aspects of general day-to-day management of the agency. Looking ahead, this may lead to a director role in due course. The rewards are yours for the taking.

This document is provided for information only and does not constitute a formal offer of employment or a definitive job description for any specific role.