

Job description: Account Manager

Reporting to a Senior Account Manager, the Account Manager is required to proactively identify, develop, achieve and manage online and traditional PR and Marketing activities through the use of expert knowledge of clients and the media.

The role demands excellent interpersonal skills, drive and good organisational skills and a good understanding of the media landscape.

Main responsibilities and example activities:

Account management

- Develop and implement PR and marketing strategies that align with client's business objectives
- Produce regular reports and highlight challenges as well as successes
- Build and manage successful relationships with the client, attend client meetings and raise any potential issues with a Senior Account Manager
- Keep abreast of developments and trends in marketing and PR

New business

- Proactively seek new business and identify opportunities within current client list to extend services
- Plan and manage new business meetings, pitches and proposals

Team support

- Assist Senior Account Manager in managing workloads of Account Executives
- Train, guide and support junior members of the LLPR team

Example day-to-day activity

- Demonstrate expert knowledge of regional and national media to the benefit of clients through the following methods:
 - Research target media for each client and produce targeted media lists
 - Build strong relationships with the media and influencers on behalf of your clients and for the benefit of the business
 - Ability to identify a newsworthy story
 - Research, write and distribute press releases, features, blogs, comment pieces and award entries
 - Co-ordinate press interviews and brief clients
 - Manage social media accounts and use social channels to support PR campaigns
 - Work within media deadlines
 - Advise client on internal communications on best practice and implement activity
- Recognise brand workshop opportunities
 - Prepare and facilitate workshop and produce reports
- Identify stakeholders and build and nurture relationships
 - Identify potential risks to business and advise client on next steps to achieve positive results
- Work closely with clients to generate brand awareness across social media

- Recommend and implement social media activity a
 - Co-ordinate, manage and attend events
 - Attending relevant networking events and awards ceremonies on behalf of LLPR and the client
 - Marketing activities such as online and offline ad buying, producing marketing collateral, and sourcing and managing suppliers on behalf of the client
 - Contribute to general marketing activity for LLPR
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Position Qualifications

Experience:

- At least 3 years' experience in an Agency environment/ internal marketing/PR role, or approximately 2 years' Account Executive experience at LLPR
- Previous experience of managing own accounts
- Strong analytical skills to evaluate data in order to determine client needs and improve future effectiveness
- The ability to establish successful working relationships with various teams
- Proven ability to drive results and manage a range of projects and activities

Education:

- Degree in PR, Marketing, Communications or Journalism is desirable

Personal Characteristics:

- Confidence in oneself and ability
- Warm, friendly, approachable and personable with a can-do attitude
- Strong team player
- Ambition to achieve outstanding results
- Flexibility, determination, enthusiasm and the ability to cope well under pressure
- Ability to work under pressure and adept at prioritising and juggling a variety of tasks
- Diplomatic and tactful approach

Competencies

- Excellent project management skills, with an ability to deliver projects to tight timescales
- Strong creativity skills with a proven ability to be innovative and generate ideas
- Attention to detail and commitment to quality
- Excellent IT skills including, Word, Excel and PowerPoint
- Excellent presentation skills

Reporting Structure

The Account Manager reports to the Senior Account Manager and to the Agency Director where necessary