

Marketing account manager

The marketing account manager is the link between the client and the entire agency team. Along with their team the account manager acts as both the salesperson for the agency and as the client's representative within the agency.

Job description

The account manager also leads the agencies ideas presentation, ensuring the ideas remain faithful to the brief and that it is kept within the time frame and budget.

The most important task in account management is to design the brief; a well targeted brief can be the making of a great campaign. While the work varies depending on the agency, account managers are normally responsible for client budgets, for managing the work of account executives and performing a range of related administrative functions.

Work activities

- Creating a portfolio of client accounts and monitoring the ongoing activities related to them.
- Managing, reviewing progress and delivering the client's advertisement projects.
- Conducting meetings with the clients as well as informing them about the current work status of their projects.
- Establishing relationships with new clients and maintaining and nurturing business relationships with existing clients.
- Identifying accounts whose revenue may be shrinking so as to address any 'at risk' customers and reach out to these accounts to ensure they are retained.
- Monitoring work performance of colleagues and setting sales targets.
- Recruiting and training new account executives.

Other relevant experience a plus

- Social Media Management
- Advertising and marketing communications
- Art and design
- Business
- Graphic design
- Management
- Marketing
- Media
- Psychology
- Print and promotional materials

Skills and Qualities Required

- Good leadership qualities.
- Energy, enthusiasm and the ability to work under pressure to meet deadlines and demanding targets.
- Strong deal closing and negotiation skills.
- High level of analytical and organizational skills, and excellent attention to detail.
- Real understanding of print and web advertising opportunities.
- Excellent communication and interpersonal skills.
- Creativity, initiative combined with commercial awareness.

Part Time position

Commission based for the first 90 days

Must have own transportation & own laptop.

Travel Required

Must report business contact activity and submit it to home office every Friday by 5pm