



THE BEST PEOPLE

Account Manager Job Description

The Basics

CMS Marketing is one of Ireland's leading integrated marketing agencies. Born in brand experience, events and activations, the agency has evolved developing a strong digital and social content capability and track record. Our team has grown too, bringing in full campaign and brand building experience right through the line. We are adaptable and multi skilled. We collaborate with our clients in their marketing challenges, going beyond conventional communications objectives. We do this with energy, creativity and agility.

And we're learning new things every day, meaning we're doing even better work for our clients. We've come a long way; we're now producing campaigns for brands like Bank of Ireland, Paddy Power, Vodafone and National Broadband Ireland – campaigns that win awards not only in Ireland but at a European level. In everything we do for our clients, we strive to be the best. And to deliver that, we need the best people.

Who are you?

An energetic, outgoing personality and with the desire to work as a key member of the client service team, you will have a desire to not only influence your clients but the direction of the agency. You will be an astute leader, client confidante and motivator of people. Success for you is guiding your client, and subsequently the agency, to delivering award winning and profitable campaigns. You'll be highly creative, focussed on success and a great influencer of people.

In this role, you will have a broad level of experience from integrated marketing through to experiential and event management. You'll be comfortable dealing with some of Ireland's best known brands and happy to maintain relationships at inter-agency level (PR, Media etc).

Your broad role

- To effectively manage account(s) covering day-to-day management of the creative production process – across different channels as outlined above.
- Regularly update the Senior Account Director & Senior Agency Management on all issues affecting the account(s)
- To maintain and grow account(s) profitability
- Represent the Agency to your Clients and develop strong personal relationships
- Work with the agency in pitching for new business and clients, where relevant

As an Account Manager, you should demonstrate the following competencies

- You'll be an excellent communicator – the agency depends on prompt and accurate communication, both internal and external facing.
- Impeccable attention to detail. The more that clients trust you, the better our work can be. It will be up to you to check that all communications are free from grammatical, spelling and numerical errors.
- Ability to work in a high-pressure environment, managing Account Executives and Interns within the team
- Excellent relationship management skills and demonstrable experience of relationship development
- Proven experience of briefing and managing creative teams, production partners and 3rd party suppliers.
- Proven revenue driver and ability to generate new business opportunities for the agency
- Ability to work effectively across a large number of client projects

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As an Account Manager, you should demonstrate the following competencies

- Proactive work ethos, taking full responsibility for tasks from start to finish
- Excellent document preparation skills, including budgets, client reports & presentations
- Good understanding of BTL marketing techniques and social media channels
- The industry & your client's category: It's important to get to grips with your client's world – their challenges and needs.

Your day-to-day responsibilities

- Meeting coordination: Arrange conference calls and meetings and taking and sharing concise, accurate contact reports
- Liaise with clients ensuring requests & briefs are dealt with in a timely and efficient manner
- Prepare and issue all relevant paperwork required to monitor the progress of work; such as status reports, contact reports and project plans
- Contribute towards the writing of marketing plans, creative concepts and presentations
- A good understanding of the creative process and the ability to brief creative resource(s) working for the agency
- Supplier management Managing suppliers during planning and onsite to ensure all services and products are of the highest quality, delivered on time and the best value for money
- Become a trusted first point of call for all day-to-day client enquiries – establish trusting client relationships
- Become a confident and effective presenter of ideas and plans
- Attend staff briefings and staff training sessions
- Produce evaluation reports for each major piece of work, presenting to the client on completion of each activity

Should Have

- A third level qualification in marketing or marketing related discipline.
- A minimum of 3 -4 year's agency experience or experience of managing an agency relationship
- Full clean drivers licence and own car

Let's do this:

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For more on us:

visit cmsmarketing.com
or [linkedin](#)