



# THE BEST PEOPLE

## Account Manager Job Description

### Who are we?

We're one of Ireland's leading integrated marketing, event management and experiential agencies - an agency dedicated to pushing boundaries and always prepared to learn and evolve. 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 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 & profitable campaigns. The Role will see you assume responsibility for the following Reporting into the Account Director, the Account Manager will predominantly work on projects across our newest, and largest, client. Pending capacity, on occasion the role will also work on other accounts. The agency remit on the account in question covers various departments with a strong skew towards event management (live and virtual) and brand activations. There will also be the opportunity to work across some of Ireland's most significant sporting sponsorships.

### Your broad role

- To effectively manage account(s) covering day-to-day management
- Regularly update the 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 within the team
- Excellent relationship management skills and demonstrable experience of relationship development
- 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

## In terms of Administration & Finance

- Manage the maintenance of well-ordered files, incl. cost sheets, billings, invoicing, status and contact reports, estimates, and case histories
- Produce and present client status reports, including updating the internal WIP (work in progress) document
- Ensure the job-by-job profitability of each project
- Maintain maximum profitability across all client projects
- Check supplier invoices and maintain the accuracy of the job book

## Should Have

- A third level qualification in a marketing or event management discipline
- A minimum of 3 year's agency experience or experience of managing an agency relationship
- Experience and an understanding of Virtual events and platform technologies
- Full clean drivers licence and own car
- You'll be a dedicated member of staff. On occasion, you may be asked to work outside office hours. It is infrequent and your line manager will be there to make sure you get the time off you need for some R&R.

## Let's do this:

To find out more, please get in touch with [michelle.morrisroe@cmsmarketing.com](mailto:michelle.morrisroe@cmsmarketing.com)

## For more on us:

visit [cmsmarketing.com](http://cmsmarketing.com)