



## **Account Manager – Tech and Audio – Job Description**

**Pay Band: 38-45k**

### **About you:**

- You are bright, passionate, and driven with enthusiasm and a 'can-do,' proactive attitude, a dash of rock 'n roll thrown into the mix!
- You love building super strong, long-lasting relationships with your clients and the media
- You are always super positive, inclusive, respectful, and friendly to your peers, suppliers, clients, and media
- You are extremely organised, work well under pressure and thrive on a fast pace
- You are determined to build upon your PR experience, strengthening relationships with media and clients to drive your accounts forward
- You are hungry for success and willing to go the extra mile to MAKE SHIT HAPPEN!

You are a trusted pair of hands capable of independently managing around £300k worth of business (£150k as a JAM up to £250/£300 with SAM or above support). You are good at taking and giving briefs and are comfortable managing more junior staff members on your accounts and competently line manage one team member.

You know the intrinsic details of each of your accounts, from top to bottom, and are responsible for ensuring accounts hit (and exceed!) targets – flagging any concerns on these to more senior staff in plenty of time so they can work with you to resolve. The SAM/AD/Associate is responsible on how to fix the problem, but you are clear that it is your role to flag any issues in plenty of time

You can, and do, handle day-to-day client communications, but may still need consultancy on tricky requests and you are aware of what these are with little prompt. You know your clients inside out you understand their loves and hates and can instantly spot if they are unhappy. You now advise and direct clients, feeling comfortable pushing back to offer constructive feedback and consultancy. Any serious client issues are flagged to the founder or senior team with a suggested proposal for addressing.

You are an exceptional writer able to change tone for different purposes and are competent in being persuasive with your content. You are good at editing and are comfortable coaching more junior members with writing.

You are still heavily involved in securing coverage and manage sell-ins on your own clients and for cross agency seasonal events like Christmas, or event attendee focuses but are responsible for sprinkling stardust across your accounts.

You will manage events, projects, and campaigns from start to finish looking to own these but can ask for support from a senior team member as needed. You are working towards managing these completely independently.

You are keen to get stuck into exciting new business, growing accounts, and increasing revenue.

You have worked on winning new business pitches and regularly flag new business opportunities the company should go for either through research in PR Week or similar or having an ear to the ground with clients / press.



Your key media are aware of the new business incentive bonus and regularly feed you leads. You are competent at pulling together credential's documents including relevant case studies and testimonials - you know how to make bespoke for a specific lead.

You are clear on agency pricing and are confident on what is and is not included in your client's retainers.

As gatekeeper of the WIPs, you are responsible for keeping all sections up to date.

You will feed back on the team's hours on a weekly basis, flagging and rectifying when accounts are over or under serviced and providing accurate feedback this.

Account managers will oversee the running of their client social media accounts - drafting and/or proofing content, checking all content after posting, managing community engagement, and ensuring community management is completed regularly and thoroughly.

An account manager will keep themselves up to date with developments in social media and PR and share them across the team.

Although the Head of Social will provide specialist support, account managers will have a strong grasp of social media and be able to advise clients where necessary. They offer feedback and written narrative on client social media reports before these are shared with the Head of Social.

You will utilise at least two social media accounts (one must be LinkedIn) as your 'brand' account. Here you will consistently post industry updates and work highlights and engage with and celebrate your clients, peers, and the agency, encouraging your team to do the same.

You work with the entire company to always ensure that we remain a diverse workforce encouraging everyone to speak up and feel included. You support your peers.

You are conscious of 'doing good' across social and environmental concerns and support diversity on our team. You actively avoid the creation of waste in the office and on any project. You set goals for your team focused on supporting our company goals to "do good." You use ethical and local suppliers and look to support our community where we can. You always try to see how we can give back and do good.