

Account Manager

Reports to: Associate Director; Director & Head of Communications; Managing Director

1. Purpose of the job

To manage the day-to-day smooth operation of client accounts on behalf of Equinox, ensuring PR, digital and marketing programmes are implemented on time and to budget. Overseeing account executive team by way of delegation and monitoring of workload and results. Taking responsibility for the delivery of client plans and achieving objectives. Ensuring that Equinox is promoted in the best light to potential and existing clients.

2. Principle Accountabilities of Account Manager

- Working within your team, efficiently help manage the day-to-day running of the team's clients ensuring a rapid response to all enquiries, with the highest possible levels of professionalism, both in regard to media handling skills, marketing, digital and company expertise.
- Be responsible for a selection of key accounts, ensuring the highest levels of service. Take ownership of client plans, ensure plans are updated regularly and activity planned well ahead to meet objectives. Find solutions and amend plans if elements don't succeed.
- Manage the workload of at least one junior member of the team and structure work to meet objectives. Mentor junior staff and give on-the-job training in key areas of writing, media relations, social media and marketing. Be responsible for the management of junior staff within the team, ensuring that their personal development is nurtured within the company and that workload is monitored and balanced.
- Assist in the development of strategies for existing and new clients. Feed in creative, viable ideas and plan activity across the year, building in above and below the line tactics.
- Deliver high quality written materials, for all platforms e.g. press releases, web copy, client reports, social media content. Account Manager will approve AE work and double check all work before giving to AD for final approval. Attention to detail should be excellent.
- Ensure a wide range of solid media contacts across Wales in press, online and broadcast, proactively seek out and keep abreast of new channels and opportunities for clients.
- Build trust with clients as consultant through excellent client relations, positive phone manner and meetings, research around client industry to demonstrate wider knowledge and suggest added value ideas too.
- Take responsibility for monitoring budget on clients, ensuring all costs are monitored and agency makes necessary profit across the clients each month / year.
- Organisation of meetings, press conferences, hospitality functions and other public relations events on behalf of various clients.
- Maintain a seamless working relationship with other Equinox colleagues – collaborating with other Account Managers and the Multimedia Department as and when required, supporting Senior Management where necessary across new and existing business, and helping develop junior staff to strengthen the agency.
- Support Equinox promotion and events where necessary to build profile of the agency.

3. Knowledge, experience and skill requirements for acceptable job performance:

- High standards of general education to degree standard, equivalent or above
- Experience of working within a PR consultancy for at least three years
- Experience of dealing with the media and evidence of good contacts
- Experience of managing above-the-line activity
- Experience of managing social media campaigns, including implementing advertising and developing strong organic content
- Excellent communication skills, both verbal and written
- Sound understanding of modern PR techniques and the importance of evaluation
- Ability to communicate at all levels both within Equinox and to third parties
- Excellent teamwork and interpersonal skills
- High degree of self-motivation with the ability to work with the minimum of supervision
- Hold a full driving licence and preferably with your own vehicle

4. Work Contacts

- All Equinox directors, managers and staff
- Equinox's clients and suppliers
- Journalists throughout Wales and the UK
- Other communication specialists in key organisations
- PR, marketing, advertising and design consultancies, as required
- Client contacts, printers and suppliers of promotional items, photographers and event personnel.

Number of working days: Five days a week, equivalent to 39 hours or as necessary

Salary: TBA

Hours of work: 09.00 – 17.00 with a hour lunch break and one weekly 4pm finish

Leave entitlement: Equivalent to 26 days per annum – pro rata

