

Job Profile

Senior Account Manager

Position Purpose

The Senior Account Manager is responsible for day-to-day project management and execution, as well as working with the Account Director and/or Senior Account Supervisor to provide strategic marketing direction. The Senior Account Manager also makes recommendations to the Account Director for expanding the scope of the client relationship based on opportunities observed.

Principal Accountabilities

In addition to following agency policies and procedures, principal accountabilities include, but are not limited to:

Project Responsibilities

- Reviews and approves estimates and schedules prior to distribution to clients.
- Represents the client's interests within and outside the agency.
- Maintains current knowledge of the client's business by researching trade industry resources. Clearly understands all aspects of the client's industry, including target audience, business model, trends, competitors, etc.
- Reviews and approves strategy statements to ensure that clearly defines objectives, tone, key messages, and deliverables are included.
- Submits strategy statements for internal review, incorporates input, and submits to client for approval.
- Ensures that the entire team understands and adheres to the client's strategy.
- Effectively manages client expectations.
- Develops accurate budgets and makes efficient use of available resources.
- Ensures the development of timely conference reports, documents client communications, and the distribution of these reports to the entire team and client.
- Responsible for conducting internal and external client presentations.
- Responsible for working with the Media Director regarding all aspects of media planning.

Interpersonal

- Establishes sound and effective working relationships internally with client team members and with client. Resolves conflicts or roadblocks that would interfere with completing assigned projects.
- Promotes employee professional growth by coaching and mentoring; provides formal and informal training opportunities.
- Establishes sound and effective working relationships and resolves conflicts or roadblocks to either the relationship or the completion of assigned projects.
- Monitors Assistant and Account Managers to ensure internal procedures are properly carried out.

Fiscal Responsibility

- Responsible for managing all financial aspects of an account, including distributing invoices, developing projections, and collecting receivables. Ensures the overall financial soundness of accounts.
- Ensures that projects stay within budget guidelines by monitoring clients, profits and issues involving change-orders, when project scope changes.
- Responsible for creating new or expanding on business opportunities within client projects

Business Development/Industry Knowledge

- Responsible for growing current accounts by cross selling other agency services.
- Responsible for attending networking events, becoming an active member in at least one professional association.

Reports To:

Director of Client Service

Project Management

- Effectively prioritizes and successfully handles many tasks simultaneously.
 - Assures creative implementation is consistent with client strategy.
 - Manages project deadlines within established cost and timeframes.
 - Effectively delegates; provides direction and allows others to carry out their assigned responsibilities.
-

Communicating

- Consistently uses appropriate style for written and verbal communications.
 - Is persuasive; uses the best communication style for the message and the recipient.
 - Listens to others; is open to new ideas and approaches.
 - Asks relevant questions to collect the necessary information to turn client needs into strategy.
 - Recognizes important and relevant information; shares it appropriately.
-

Relationship Building

- Builds mutual trust and respect with colleagues and clients. Follows-through on commitments.
 - Develops rapport with client to enhance the relationship.
 - Recognizes the achievements and accomplishments of others.
 - Identifies appropriate opportunities for team members to build relationships with client; bring the right people in at the right time.
 - Effectively negotiates to accomplish tasks.
-

Problem Solving

- Maintains composure under high-pressure situations.
 - Explores and considers options before making a decision or recommendation.
 - Is resourceful; persists in looking for solutions when nothing seems to work.
 - Thinks beyond the obvious to develop innovative solutions that overcome obstacles to getting things done.
-

Knows Client's Business

- Thoroughly understands and stays current with information about client's business and competitors.
 - Develops strategic and tactical solutions to client problems.
 - Demonstrates a working knowledge of client's internal organization.
 - Correlates what the agency can offer with client needs.
-

Maximizes Business Results

- Proactively generates business building ideas for the client and creates opportunities to expand the agency's business.
 - Can define and communicate the measurable value delivered to a client's business.
 - Able to knowledgeably position the agency's product and pricing versus client competitors.
 - Develops and successfully manages business financial plans.
-