

JOB DESCRIPTION

JOB TITLE: ACCOUNT MANAGER, ADVERTISING PRACTICE

REPORTING TO: SENIOR ACCOUNT MANAGER/ACCOUNT DIRECTOR

A leading Kenyan Integrated Marketing Communication Agency (IMC) seeks to recruit an Account Manager to collaboratively work with teams to grow a versatile Advertising Practice.

ROLE

The Account Manager (AM) ensures that client satisfaction is maintained by strategically planning and providing day-to-day implementation and management of client projects. The AM works closely with client contacts and agency team members to ensure that the client's communications requirements are identified, and appropriate solutions are recommended, planned, budgeted, and implemented accordingly.

The Account Manager is responsible for ensuring that the agency is meeting the client's needs and works with all key functions that go into creating agency's advertising output.

The role is for a self-driven, energetic, creative, insightful person. This role also requires you to be enthusiastic & passionate about marketing and advertising industry.

SKILLS + COMPETENCIES

- Over 4 years of full-time experience in advertising, account management or client service (at least 3 years of agency experience)
- Must be experienced working across several projects simultaneously, juggling the day to day work to meet client deadlines
- Must have strong skills in research and analysis
- Set priorities utilizing good judgment and multi-tasking skills
- Experience in developing marketing strategies, communication plans and social media content plans
- Proven ability to accurately develop and manage budgets
- At least three years of experience managing/mentoring interns and junior level staff
- Must be able to provide strategic/solid thinking to clients
- Must have a Bachelors degree in Business Management, Administration/ Marketing or similar from a recognized institution
- Customer Service/ Marketing/ Project Management/ CIM certificate will be added advantage
- Proven track record of high customer and relationship management within the industry
- High business acumen, adaptive, confident and a strong team player
- Excellent communication- written and spoken
- Strong negotiation skills

RESPONSIBILITIES

- Responsible for building quality process and standards for the agency teams ensuring client's deliverables are never compromised on the quality output
- Maintains rapport with clients with the increased capability of foreseeing client needs and potential opportunities and proposing creative solutions that meet their needs.
- Contributes to the development of new business proposals and presentations
- Mentors and assigns responsibility to junior team members for implementation of client campaigns, ensuring creative output is of high quality and on strategy
- Independently develops accurate budgets for client programs
- Participates in research activities and prepares proposals/presentations in support of new business efforts
- Identifies and proposes ways to advance team, client, and company goals
- Provides sound judgment and problem-solving skills as client issues arise
- Proactively seeks and shares relevant information with colleagues and clients
- Proactively assists team members as needed
- Collect and analyse customer feedback to ensure that the client is satisfied with agency delivery and aligned to their expectations
- Follow and prompt team on quality improvements in the work process on an ongoing basis to make continuous efforts of making deliverables better for the agency and client

PEOPLE

- A team player who works for the success of everyone
- Conducts appraisals at Account Executive and Senior Account Executive, levels in collaboration with Senior Account Manager(s).
- Contributes to the professional development of junior executives via coaching and mentoring.
- Maintains positive relationships with colleagues and management teams.
- Delegates effectively
- Builds strong relationships with internal and external stakeholders and clients within their portfolio

CONSULTING

- Supports the department head and creative teams in providing strategic communications solutions for their clients
- Supports the business leadership in managing organic growth and driving new business
- Ensures all key client deliverables are delivered in a timely fashion
- Tracks industry trends and offers new ideas to the team

- Manages multiple accounts as and when required
- Demonstrates understanding and interest in client's business
- Demonstrates creative and strategic thinking
- Is a confident presenter

BUSINESS ACUMEN

- Ability to support business in identifying new business opportunities
- Knowledge of financial processes - debt collection, budget reconciliations, invoicing, contract completion and LPOs
- Supports the agency and client in compiling and entering a team for industry awards
- Has knowledge and understanding of client contract and is responsible for compilation of monthly activity reports
- Support the business in identifying incremental business opportunities on current accounts

Send applications to: enquiries@isafrica.education

Application Deadline: 3rd January 2022