

Snr Account Manager

Purpose Statement

To contribute to insightful marketing and brand communications strategies and creative executions; ensure communication is strategically driven, exceptionally and emotionally relevant to the target audience; develop skills of immediate teams; build strong & enduring client agency working relationships

Marketing Skills.

- Solid understanding of client's business macro and micro economics situation, major customer segments and competitive set
- Grasp of qualitative and quantitative business information used by clients in their day-to-day activities
- Can drive marketing and creative strategies based on relevant market and customer Insight
- Intense focus on marketing communication productivity for marketing recommendations (ROI, impact)

Project Management/ Execution.

- Knowledgeable, solid understanding about all capabilities required to execute marketing and communication initiatives
- Passionate focus on adhering to Internal processes and timelines (creative brief, reviews, analytics, timesheets)
- Manages entire client programs independently, working effectively with all capabilities and using their expertise appropriately
- Ensures team members take personal accountability for on-time, on-budget, managing financials, billability and profitability, quality execution
- Intuitive and demonstrates ability to "read" a situation and react appropriately to solve issues
- Can develop and manage accurate, detailed budgets and workplans
- Is flexible, can tolerate ambiguity and still operate effectively.

Communication Skills

- Effective balance of advisory and advocacy skills with clients and team
- Can write clear briefs and creates logical structure, clear storyline and conclusion in all written materials (presentation decks, briefs, status reports)
- Can speak with appropriate body language, eye contact and vocal inflection
- Energetic, passionate and communicates effectively – at all levels and across all departments Is an energetic
- Can use effective listening skills to digest, process and guide strategy and problem resolution

Client Management.

- Is a passionate and visible professional to clients, client team and capabilities
- Is viewed as an advisor from their capability to the appropriate client level.
- Partners with clients in a positive, professional and constructive way –
- establishing solid relationships

- Understands and articulates client strategy – can steer this with insight when required.

Teamwork

- Effective day-to-day leadership of the Integrated Client Service Team - in terms of direction, opportunity identification and guidance
- Demonstrated track record in outlining and facilitating development plans
- Mandating team compliance to standards/processes (values, timesheets)
- Day-to-day leadership of cross-functional teams
- Personally, strives to positively influence peer group and cross capability team.
- Is a strong team builder with client and cross-capability teams, clarifying roles and expectations.
- Demonstrates mature leadership and empathy in difficult team situations – leads by example.
- Anticipates inter-personal problems and resolves them. Is willing to give and receive constructive feedback.
- Effectively identifies team development opportunities.

5-6 years' experience in a similar role.