

Job description

Senior Account Manager/Account Manager

Primary responsibility: Client Account Management

Reporting to: Business Development Director and Director of Digital

Responsible for: None

Key Responsibilities/Duties:

Strategic Planning

- Gaining a full understanding of a brand's business and communication objectives and developing strategically appropriate recommendations. Solutions could range from undertaking a brand audit, determining a new marketing strategy and developing a media plan, to creating a new corporate identity or brochure creative, to producing and managing events
- Developing a good understanding of the UK healthcare sector within the following areas: private hospitals, NHS, mental health, medical equipment and devices and membership organisations/Royal Colleges

Account Handling

- Working as the day to day client contact on designated accounts
- Presenting to, and meeting regularly with clients
- Producing and distributing timely meeting notes and status reports
- Implementing all client marketing activity from corporate identity and marketing collateral, to direct marketing, packaging and exhibition stands
- Ensuring that all clients are serviced to the highest possible level and nurturing client relationships to encourage business growth
- Adhere to the Account Management process (using Adnet) to open jobs, raise estimates and purchase orders, to obtain client sign-off, to complete briefing forms, to invoice clients etc
- Strong copywriting skills and ability to write clear and concise client communications

Digital marketing

- Developing a strong understanding of the range of digital marketing services provided by Merchant Marketing Group
- Implementing client digital marketing activity from email marketing campaigns, SEO, PPC, social media and website development

Public relations

- Gaining a thorough understanding of the role of PR team and the range of services it provides

Creative

- Responsibility for managing the creative process from the creative brief to the final approved finished product eg corporate identity, brochure, annual report, website design, HTML email, advertisement, exhibition stands, direct mail piece etc

- Ensuring all work is delivered on time, on budget and on brief

Event Management

- Sourcing and liaising with venues
- Managing events – from catering and entertainment, to props and delegate management
- Attending events in person when required

Financial Management

- Managing client budgets and enforcing strict budgetary control
- Gaining sign-off from clients prior to undertaking any work
- Invoicing clients as per their individual contractual agreements
- Ensuring each client account is as profitable as possible

General Duties

- Answering telephones
- Assisting with new business pitches
- Supporting the Business Development Director and Director of Digital

Personal development:

- Attending corporate training and development sessions as required
- Attending appraisals with Line Manager
- Helping identify personal training and development needs

Any other duties reasonably requested by your Line Manager.

Candidate Requirements

- Effective account handling skills
- Strong understanding of marketing and ideally experience of healthcare marketing
- Experience of digital marketing
- Strong organisational skills

It is agreed that the above is a brief and concise description of the above job.

Post-holder:

Approved by:

Date: