**Consumer Account Manager**

* Join a dynamic and growing creative technology agency
* Based in Surry Hills, Sydney with an office in New York
* Focused role on one automotive brand

The Opportunity

Tired of working till midnight for a global agency where you are working at 200% capacity, bullied by a global client and can’t do anything about it? Tired of *‘selling’* solutions that make good profit sense for your agency but don’t make good business sense for your client? There is an alternative;

Due to a number of recent client successes and momentum Orchard is looking for a talented **Account Manager** to join our team. You will be focussed on one automotive client, allowing you to develop an in-depth understanding of the client’s brands and digital needs.

You’ll be involved in the planning and execution of some of the latest digital activations for the category.  You will be comfortable managing online campaigns with a good grasp of marcomms. As an Account Manager you will have outstanding relationship skills and a good understanding of the changing digital landscape, especially social.

This is an exciting opportunity to work with a digital marketing agency that helps clients harness the online environment to transform the way people think, feel and act towards a brand. Grow your role as the agency grows.

Orchard offers a good, fun working environment and all the necessary support and structured training you need to grow your digital career.

Key Function

The Account Manager works with the Account Director and is responsible for the day to day management and growth of the existing accounts. It is the responsibility of this individual to maintain and cultivate internal and external relationships.

**Planning and Strategy (basic)**

* Writes strategies and briefs that inspire great work
* Helps raise the profile of the agency in professional & client communities
* Own social, campaign, permission marketing and comms for clients.
* Involved in planning, forecasting and developing client plans
* Works with peers to produce work that builds the brand and pushes their knowledge boundaries
* Works with the team to create strategic plans to satisfy the client’s business, digital and marketing goals
* Works with the production and creative team to develop concepts for the project and to ensure integration and production feasibility
* Advises clients and agency teams on the latest digital innovations.

**Client service**

* Ensures that clients are efficiently charged for the work the agency has performed
* Brings best practice in client service skills to the team
* Encourages a climate of creativity and innovation in the group
* Provides communications counsel and advice to each client
* Develops strong relations with clients and delights them with our work
* Develops the professional competencies of people and drives the group to improved performance
* Solves client service problems before they get out of control; when necessary, communicates concerns to agency team
* Has the ability to inspire creative thinking and judge creative ideas
* Has a talent for presenting and selling agency ideas and work
* Works with Project team to keep project on schedule and within scope
* Works with Project team to ensure a high quality product throughout the development process, from ideation to deployment
* Contributes to regularly scheduled team meetings to review progress, identify problems and correct them if necessary
* Identifies and puts in place new ways of working that allows the group to deliver quality work faster and cheaper
* Ability to work on multiple projects and clients at once

**Performance measurement criteria which will help drive KPI development**

* Provides direction/support for each client
* Develops the professional competencies of Orchard colleagues
* Manages budget control
* Works well with Agency partners
* Contributes ideas to creative development
* Produces high quality documentation
* Adheres to interactive development processes
* Ensures delivery of high quality product that meets the objectives of the client
* Client Feedback

**Clients**

The Account Manager will be predominantly focused on Hyundai.

Mandatories

* Min 3 years’ agency experience
* Digital marketing experience
* Previous experience in the automotive sector a bonus
* Preferable previous experience developing communications
* Excellent oral and written communication and skills
* Proven ability to develop sound marketing campaigns
* A good understanding of Permission Marketing, Automation, Online Media and Social (or a base understanding and a desire to learn and own)
* Excellent presentation skills
* Attention to detail
* Good financial management skills
* Proven ability to work within a team
* Interest in current technology and future trends
* A good grasp of the social media landscape
* Show a strong commitment to the Company’s core values.
* Embrace and respect the Company’s community and environmental responsibilities.
* Exceptional communication skills
* Team player
* Excellent attention to detail

If you feel like this is the right job for you, would like to take your career to the next level, work in a great cultural environment that allows you to grow and enjoy work, please email your CV and contact details to amber.jackson@orchard.com.au and we will arrange to meet you!