**REPORTING TO**

Account Director or Senior/Group Account Director

**JOB DESCRIPTION OVERVIEW**

The Senior Account Manager (SAM) marks the transition from an agency/internal focus to a more client-focused role where you begin to demonstrate the skills needed to become an Account Director. The level of client contact is increased, and you may have a combination of accounts that you lead, and accounts where you continue to report to an Account Director.

Where you are assigned with lead account responsibilities you will be responsible for meeting an annual revenue target, assisting with strategically managing the agency-client relationship and ensuring the efficient day-to-day management of your accounts and delivering exceptional campaigns. You may still need to seek guidance in these areas from mentoring Account Directors.

The SAM is responsible for:

* Responsible for day-to-day management and growth of a number of accounts
* Strives to raise the profile of the agency across everything he/she does
* Creates and delivers account plans with the support of an AD across all accounts, with a key focus on invent better and organic growth

**CLIENT SERVICE**

The (SAM) is responsible for the working relationship with the client. Most aspects of the relationship should be led by the SAM with support as needed by their managing Account Director. This should include, but not be limited to:

* 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 strategic advice to each client.
* Develops strong relationships clients and delights them with our work.
* Supervises & constructively directs the team to deliver brilliant work.
* Develops the professional competencies of people and drives the group to improved performance.
* Budget/resource planning, allocations and management.
* Solves client service problems before they get out of control; when necessary, communicates concerns to agency team.
* The ability to inspire creative thinking and judge creative ideas.
* A talent for presenting and selling agency ideas and work.
* Works with project team to keep project on schedule and within scope.
* Regularly scheduled team meetings to review progress, identify problems and correct them if necessary.
* Ability to work on multiple projects and clients at once.
* The confidence to loop the right supporting team members at the right time to drive great outputs.

**STRATEGY AND CREATIVITY**

* Provides support and input into strategic plans to satisfy the client’s objectives.
* Writes strong briefs that inspire great work.
* Helps raise the profile of the agency in professional & client communities.
* Has input into planning, forecasting and developing client growth plans.
* Works with peers to produce work that builds the brand and pushes the knowledge boundaries.
* Works with the team to create strategic plans to satisfy the client’s business/digital/marketing goals.
* Works with the production and creative team to develop concepts for the project and to ensure integration and production feasibility.
* Advising clients and agency teams on the latest digital innovations.

**NEW BUSINESS**

The SAM should be able to provide support to his/her team during any new business pitches as requested. However, would be responsible to own any pitch opportunities within their existing client portfolio.

**FINANCE**

The SAM should actively run targets of up to $1 million in account revenue. The SAM is financially responsible for:

* All client work to be accurately charged for unless agreed by his/her manager.
* Overseeing all estimates and scopes created on his/her accounts.
* Ensuring that any overages are addressed and then covered in a timely and appropriate manner.
* Providing the most accurate forecasts possible, ensuring that the manager/management team are aware of any significant changes in a timely manner.

**CLIENTS**

A list of clients will be created and this will contain a mixture of clients that run larger less frequent projects through to clients that are smaller in project size but higher in frequency. The intention is that you are exposed to a broad range of online opportunities and technologies.

**ADDITIONAL JOB REQUIREMENTS**

Candidates are not always expected to have all the skills required when they start the job, but the role will give them the opportunity to learn all aspects:

* Min 4 years agency experience.
* Preferable digital marketing experience.
* Excellent oral and written communication and skills.
* Passion for digital or healthcare marketing.
* Good presentation skills.
* Excellent organisational skills
* Good financial management skills.
* Proven ability to work within a team.
* Interest in current technology and future trends.