



## Consumer Account Manager: Sydney

Technology is literally changing the world around us and yes, some people tend to focus on why that change is bad – it makes us uncomfortable, it breaks our status quo, it feeds our uncertainty – but at Orchard we choose to see it differently. Technology can make lives better. It can make businesses better, brands better and experiences better. It can be the change we want to see in the world.

Which is why we, at Orchard, rally around a single purpose: to *invent better outcomes* through creativity and technology. Those better outcomes can only exist in the context of people irrespective of if we label them users, customers, patients, clients or even staff.

- Join a dynamic and growing creative technology agency
- Based in Pymont, Sydney and New York
- Work with blue chip brands

We're on the lookout for a top gun Account Manager for the day-to-day management and growth of our blue-chip clients. 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.

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.

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 a number of accounts. Working across both online and offline campaigns and maintaining internal and external relationships.

The Account Manager is responsible for:

#### Planning and Strategy (basic)

- Writes strategies and briefs that inspire great work
- Helps raise the profile of the agency in professional & client communities
- 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

### **What you can bring:**

- Min 4 years agency experience
- Digital marketing experience
- Previous experience in a similar role within an agency environment
- Preferable previous experience developing communications
- Excellent attention to detail and oral/written communication 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
- Good financial management skills
- Proven ability to work within a team
- Interest in current technology and future trends
- Show a strong commitment to the Company's core values of Integrity, Collaboration and Curiosity.
- Embrace and respect the Company's community and environmental responsibilities.

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 [jobs@orchard.com.au](mailto:jobs@orchard.com.au) and we will arrange to meet you!

## **A little about Orchard**

We offer an awesome, fun working environment full of culture and energy. We leave our egos at the door and past that door is a super cool office space filled with inspiring people and free crumpets.

We pride ourselves on our work and also our work / life balance. We're 100% committed to you, your career at Orchard and your continued professional and personal development. We offer a rich array of internal and external structured training and education courses as well as ongoing individual wellbeing support through Benestar.

As an agency we fuse enthusiasm, creativity and technology to *Invent Better* outcomes for leading International and Australian brands such as BI, MSD, GSK, Electrolux, BT, Ikea and Hyundai to name a few.

*Invent Better* are two little words that define our big approach. It's a belief that creativity and technology are the key to winning in today's digital age, and it's a formula that challenges us to engage with our clients in a way that always pushes us that little bit further every time.

Sydney | New York

Invent Better