



Account Manager - Healthcare: Sydney / New York

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.

The Opportunity

We're currently on the lookout for a talented Account Manager with extensive industry experience to work in our Healthcare team in delivering amazing results for our clients.

We offer 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 (AM) is responsible for:

- Responsible for day-to-day management of accounts
- Strives to raise the profile of the agency across everything he/she does
- Strives to add value wherever we can, provide solid recommendations and invent better along the way
- Orchestrating the perfect team for the client. Identifying areas where support could be required and ensuring the client feels supported across every project we are trusted with

Client

The AM is responsible for the working relationship with the client. Most aspects of the relationship should be led by the AM 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 with their clients and delights them with our work.
- Supervises & constructively directs the team to deliver brilliant work.
- Solves client service problems before they get out of control; when necessary, communicates concerns to agency team and escalates when required to manager.
- 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.

As the Account Manager progresses to a more senior level, the client service demands remain the same, however, the execution expectation is higher. It is anticipated that the SAM would be able to deliver the above more seamlessly, with more confidence and rigour, and ultimately less support from their supervising Account Director.

Strategy and Creativity

- Aims to understand the brand strategy and builds confidence to input into strategic plans to satisfy the Client's objectives.
- Writes strong briefs that inspire great work with the guidance from relevant members of the team.
- 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.
- Plays a part in 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.
- Proactively looks at the latest digital innovations and presents back to the team in a knowledge sharing session.

New Business

- Assist in new business pitches where required in a support role.
- Seek new business opportunities on current accounts and identify any opportunities that could lead to strong organic growth - selling in new ideas, identifying an unmet need etc.

Finance

The AM 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.
- Understands the forecasting process and ensures that the manager is aware of any significant changes in scope or timings of a project in timely manner.



What you can bring

- Min 2-4 years agency experience.
- Preferable healthcare industry 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.
- Show a strong commitment to the Company's core values of Collaboration, Integrity & Curiosity
- Embrace and respect the Company's community and environmental responsibilities
- Exceptional communication skills
- Proven ability of working within a team
- Excellent attention to detail
- Applicants MUST have the right to work within Australia

Above all, the successful candidate to join Orchard will be someone who has a strong work ethic driven by creative passion, positive energy and thrives on challenges, alongside a desire to grow with the company!

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 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 our Employee Assistance Program.

As an agency we fuse enthusiasm, creativity and technology to Invent Better outcomes for leading International and Australian brands such as BI, Zoetis, Schwarzkopf, 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 - make a difference