

Skills/Competencies

Account Manager
Job description
June 2022



Creative
Commercial

The Agency

Creative & Commercial is a branding and advertising agency with twenty five years' experience in the sector. We work collaboratively with our clients to create, build and develop brands - implementing the very best strategic and creative solutions to help them grow and prosper. Providing some of the finest thinking available, Creative & Commercial prides itself on delivering outstanding creative work underpinned by thoughtful and insightful strategy.

The Role

The role of Account Manager involves taking responsibility for delivering creative across online and offline channels. You will be required to create and manage project timelines, budgets and briefs and run projects from briefing to delivery of the final project deliverables.

You will also be the client's first point of contact and work directly with them to deliver projects on time, on budget and to brief. Working directly into an Account Director and managing junior colleagues, you will also support the Managing Director on larger strategic projects.

Responsibilities

- Day-to-day client contact via telephone, emails, meetings
- Help manage creative strategy and development (client approvals, briefings, check-ins)
- Lead overall process by managing schedules, timelines, budgets and approvals
- Help coordinate development & delivery of creative assets and meet deadlines
- Participate in setting agendas for meetings, participating and providing appropriate points-of-view during meetings, writing memo reports with clear next steps
- Learn the clients' business, products, goals and competitors
- Learn the business by reading trades, third-party researches and agency/client presentations
- Build a deep understanding of the Clients brand and products

Qualifications

- Educated to degree level
- 4+ years of agency experience in account management, or similar work in-house (including charity/non-profit experience)
- Excellent, native-level English language (spoken and written)



Skills/Competencies

- Good understanding of integrated multi-platform advertising and able to demonstrate an understanding of communication strategy
- Good knowledge of production: broadcast/video, digital advertising and landing pages, print/static, social
- Attention to detail and an eye for accuracy
- Ability to prioritise work efficiently
- Ability to build strong working relationships, both internally and with agency partners and clients
- Skilful at managing up - knowing when to update senior team members, when to be proactive, when to raise concerns
- Strong presentation and writing skills
- General knowledge of the ad industry, with a strong passion for advertising and creativity
- Bring great energy to the team, able to motivate with a positive, can-do attitude

Desirables

- Good working knowledge of not-for-profit sector
- Understanding of the working of the UK Jewish community

Salary

£35k reviewed annually

Contact

To apply, please send your CV and covering letter to charlotte@creativeandcommercial.co.uk with Account Manager Application as the subject line.

If you are interested in the role but do not have all of the listed skills/competencies but feel you could still be a good fit, please still reach out for an informal chat!

We look forward to hearing from you.