

Job Title: Senior Account Manager

Department: Client Services

Date: April 2024

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### About Us

We're an award-winning, integrated brand communications agency. Privately owned, proudly independent and recently B Corp Certified.

We work with clients we believe in, helping them grow and connect with their audiences. We have a depth of experience in health care both consumer and B2B and work with clients in the UK and internationally. We also have a broad range of food, drink, pet brands, education and public services.

We work in an open plan and vibrant office, where knowledge is shared and successes celebrated. Our team of 30+ people enjoy working 3 days a week from our central Bath office and 2 days a week at home.

We love spending time together and have regular opportunities for learning and development as well as socialising. We enjoy working with our local community and charities. We even have our own bee hives and all our staff receive bee-keeping training.

We've won a few awards too, and for every creative brief we write, we ensure the outputs are award-winning, so we can enter more!

#### **Number 1 Brand Strategy Agency Winner 2020**

(under 40 staff) by The Drum Recommends.

#### **Number 1 Advertising Agency Winner 2019**

(under 40 staff) by The Drum Recommends.

**Ranked Independent Agency of the Year** in 2015, 16, 17 by the Drum.

**D&AD Pencil Winner 2016** – the global mark of true creative excellence.

If you would like to work for a nimble, dynamic agency, then we would love to hear from you.

### The role

The Senior Account Manager role sits within our Client Services team. Our Client Services Director heads up the team and consists of 9 people including an Account Director, 2 other Senior Account

Managers, 2 Account Managers, 1 Senior Account Executives, and an Account Executive. The role will be supported by a Senior Account Executive and will report to the Client Services Director.

The role supports one of our largest healthcare clients whom we are the lead communications agency globally. We enjoy a strong working relationship with our client and the range of projects is varied, but heavily weighted towards large-volume, creative production. The role also includes brand development, digital, employee brand, and web development.

A strong healthcare and/or B2B background is a must. You will have worked on integrated campaigns and be comfortable running a high quantity projects at any one time.

The Client Services team is at the forefront of the agency, so being able to quickly build a great rapport with clients, ensuring the highest standard and quality work, and strong working relationships with the team, are important.

### Job Description

As a Senior Account Manager, you will be responsible for scoping, planning, and delivering client projects on time and within budget. You will instinctively know when there will be scope creep and will know how to manage clients accordingly, or when to escalate to the Client Services Director.

You will be responsible for the project management of all client deliverables. You will be accountable for the accuracy and quality of work delivered with the support of a studio manager.

You will be a consultative interface between your clients and the internal agency departments. As a marketing professional, you will be able to give advice and opinions on recommendations or suggestions, from either us or the client.

You will be the brand guardian for your clients, ensuring information is transferred and translated, clearly and effectively into the agency. You will also be able to challenge or guide clients strategically.

### Business-As-Usual Responsibilities

As a member of the AUK Client Services team, you will be required to:

1. Be a welcoming face/voice of the agency when dealing with clients or suppliers on the phone, and when they visit the agency
2. Establish and build honest relationships with our clients, based on trust and transparency
3. Understand AUK's project delivery process and follow the internal approval procedure
4. Have excellent project management skills, be efficient, proactive, and commercially aware

5. Build strong relationships with your colleagues and positively contribute to agency life

### **Project-Specific Responsibilities**

1. Produce accurate timing plans, containing the right level of resource required, and ensure its booked in with our Studio Manager
2. Write compelling and inspirational briefs for the creative team, and have these approved by senior colleagues beforehand if required
3. Ensure creative outputs are reviewed against briefs, seen by senior colleagues and approved before sharing with clients
4. Update status reports lead client status calls, and follow up with clear notes and actions
5. Write contact reports following strategic client meetings, so key conversations are documented
6. Raise accurate time estimates and quotes, and have these approved by senior colleagues where appropriate before sending them to clients
7. Monitor the financial status of projects, ensuring profitability and flagging scope creep
8. Compile background information on competitors or market insights as requested by the planning team

### **Experience**

Must have x 4 years of consistent experience in an integrated/brand communications agency  
Degree or equivalent (within a marketing discipline an advantage)  
Experience working with clients from the health sector which could be pharmaceutical, medi or bio tech.  
B2B experience is preferable.

### **Closing Summary**

As an important member of the client services team, you are responsible for making the clients' experience of working with us as positive and meaningful as possible. We have a track record of awards and are recognised by clients for the great work we do. The potential is limitless and the opportunity to build a truly respected agency brand is only just being realised.