



SENIOR ACCOUNT MANAGER

A Senior Account Manager at Plaster can juggle multiple projects, clients and marketing disciplines simultaneously, from creating global PR strategies to digital development, as well as delivering cutting edge content that inspires.

As Senior Account Manager, your role is crucial in taking responsibility for management and implementation across accounts, ensuring that they are watertight in the eyes of the client and that you are creating sound relationships with your direct team and the wider industry we operate in, as well as the wider agency and suppliers.

You are an experienced Account Management professional with a strong background in managing both digital and integrated communications campaigns. You have digital project management under your belt, but more than that you have an interest in, and understanding of both brand and integrated marketing communications.

You will lead on developing your division with new business as well as nurturing your direct and indirect team members. You will also have one eye on the strategic direction of the business and your place in that mix, working to develop your client portfolio and win new work.

Working in partnership with the Associate or Managing Directors, you'll help ensure that all project work is delivered to the highest possible standard, pulling on other agency divisions when needed and deputising for the Directors where necessary.

You'll be responsible for project management and financial reconciliation – ensuring projects fall in line with strategic imperatives, and are delivered both on time and within budget.



You should be organised, diligent, strategically savvy, flexible, a natural problem solver, and have the ability to stay cool under pressure. You should have a positive 'can do' attitude that you share with the team around you, providing the basis for rock solid delivery and account planning, whilst priding yourself on high standard project delivery across the board.

KEY RESPONSIBILITIES

- Ability to build a solid, unshakeable relationship with clients, suppliers and partners.
- Lead and assist in the creation of strategy and ideation across projects.
- Exhibit strong commercial awareness, flawless budget understanding, tracking and reporting to client and agency stakeholders including the Financial Director.
- Manage the team, inspiring loyalty and commitment and maintaining strong motivation.
- Working swiftly and proficiently, upholding the highest quality standards, within a fast-paced environment.
- Gain the client's respect at all levels and demonstrate an understanding of their business and the wider landscape in which they operate.
- Ability to lead creative projects from beginning to end with confidence and autonomy.
- Ability to produce quality briefings and manage every aspect of the communications mix to ensure the agency produces its best work on time, all the time.
- Capable of outlining, organising, writing and delivering presentations, producing exemplary written copy across all platforms and consistently delivering digital campaigns, exceeding client expectations.
- Desire to stay on top of all incoming trends in your industry and the wider marketing disciplines, proactively taking control of your own and your team member's development to ensure we stay at the cutting edge.
- Demonstrate proactive solution-based thinking and delivery.



- Able to delegate effectively whilst providing guardianship and ensuring utmost quality control.
- Support in the creation and development of new opportunities from existing client relationships.
- Briefing internal designers, user experience teams, media teams, developers and copywriters.
- Project planning, writing and scoping documents and proposals.
- Scheduling appropriate resources when required.
- Managing integrated campaigns from strategic planning, leading inter-agency meetings and workshops, all the way through to delivery and execution of the assets.
- Ensuring regular client status meetings take place so that the agency/client are kept up to date on developments, and value-adding opportunities are recognised and implemented.
- Manage timelines and key review and sign off periods with your clients and team members.
- Keeping up to date with technological updates, particularly in relation to communication and event industry developments, and provide guidance on digital developments to your clients.
- Spot opportunities to add value to your clients.

ATTITUDE

- A complete understanding of the client's business and market.
- Analytical and inquisitive, with excellent attention to detail.
- Passionate about digital marketing, communications and media with a general thirst for knowledge and a significant interest in new platforms and channels.
- Innovative and creative, with a concise, precise and effective approach to problem solving and the ability to develop, deliver and evaluate brilliant ideas founded on rock-solid strategic thinking.
- Ability to present complex technical strategies with confidence and gravitas.
- Ability to think both strategically and operationally.



- Bright, motivated and driven, with the motivation to lead by example.
- Positive thinker, with a can-do attitude.
- Reliable, flexible and cooperative.
- Personable and approachable, with an enthusiastic and motivational nature and an overall passion for excellence.
- High energy and committed with a genuine sense of fun.
- An advocate for Plaster in the wider industry and proactive networker to increase the industry profile.