

Senior Account Manager

Date: 15/04/26

Reporting Relationship

Reports to: Operations Manager

Direct Reports: N/A

Main Purpose of Role

This is not a traditional account management role. As a Senior Account Manager at Fuel, you are the owner of key client relationships, responsible for performance, growth, and commercial outcomes.

You ensure alignment between client objectives and internal delivery, driving results rather than just managing activity. If accounts grow, perform, and retain, you're doing your job well.

Key Accountabilities of Role

Account Ownership & Performance

- Own a portfolio of key accounts end to end
- Ensure delivery aligns with strategy, KPIs, and commercial goals
- Identify and resolve risks early
- Maintain high standards across delivery and performance

Strategic Account Growth & Commercial Ownership

- Drive account growth through upsell and cross-sell opportunities
- Own account profitability, not just revenue
- Lead strategic reviews that result in clear actions and outcomes

Client Leadership & Communication

- Build strong relationships with senior stakeholders
- Lead conversations confidently and challenge where needed
- Ensure structured, proactive communication across all accounts

Standards, Process & Organisation

- Maintain high standards across documentation, SLAs, and account organisation
- Improve account management processes for efficiency and scalability
- Ensure consistency across all accounts

Reporting & Performance Management

- Lead monthly and quarterly reporting
- Translate data into clear, commercial insights
- Ensure reporting drives decisions and adds value

Essential Skills and Competencies Required

- Strong commercial awareness
- Excellent communication skills at all levels
- Highly organised with strong operational capability
- Proactive and results driven
- Strong analytical and problem solving skills
- Ability to take ownership and accountability

Preferred Experience Required

Proven experience in a Senior Account Manager or similar role, managing multiple clients and stakeholders. Experience in digital marketing, particularly paid media, is strongly preferred.

What Fuel can offer?

- Performance driven bonus scheme
- Flexible working (2 days in Bristol office)
- 4pm finish on Fridays
- Regular team socials
- Opportunity to have real impact in a growing agency

If this sounds like the kind of role where you can thrive, we'd love to hear from you!

Salary Band On Appointment: £30k - £40k per annum + performance bonus

Other Benefits: TBC