



ACCOUNT MANAGER JOB SPECIFICATION

**Client Services, Temp-to-Perm
April 2021, Tommy UK**

WE ARE TOMMY, ARE YOU?

Are you a digitally-minded, proactive doer who is proud to nurture partnerships with your clients? Do you love to work with some of the best creative talents in the business to deliver above and beyond client expectations? Are you an enthusiastic problem solver, who thrives on engaging with campaigns at every level?

If so, you might be the best person for this job. We are looking for a London-based Account Manager (AM) to join our talented global team – someone who shares our love for creative technology, our passion for performance, and our commitment to successful delivery of award-winning projects for the likes of Amazon Prime Video, Netflix, Tesco Mobile, and Adobe.

RESPONSIBILITIES

As the Account Manager, you'll be responsible for the day-to-day management of key accounts, working with the wider Tommy team to deliver strategic proposals and social campaigns. The AM will work within the Client Services team with the Client Director to ensure the clients' objectives are met during the course of delivering the best possible digital creative and campaigns.

This AM will be a key point of contact for both clients, and the global Production team. They must have the ability to coordinate and manage multiple projects at one time, as well as to create or act on new opportunities and maintain strong, influential, and collaborative relationships with both clients and colleagues.

The ideal candidate is someone who is passionate about marketing and advertising, and has a comprehensive understanding of how social can add value to a client's consumer communications.

Daily, you will be expected to:

- Develop a thorough understanding of our clients' marketing objectives, strategies, and processes
- Work under the leadership of the Chief Brand Officer and UK Client Partner, and alongside Producers, Creative, and Dev Leads globally to ensure the clients' objectives are met in the course of delivery of pitches and project work

- Act as a main client contact in the UK and oversee a roster of client accounts with multiple project teams (across Tommy's three office locations)
- Gain client alignment on project objectives, approaches, and budgets whilst operating with Tommy's best interests in mind
- Develop and manage timelines for key projects, and work with the production team to ensure projects are optimally resourced to meet said timelines
- Maintain finance trackers for projects
- Create client presentations/proposals as necessary
- Coordinate and participate in internal client-related meetings, keeping on top of clients' projects, status, and deliverables
- Evaluate on-going account development and propose improvements to ways of working

SKILLS

The successful candidate will have and be able to demonstrate the following skills.

Account Management

- Robust knowledge of digital advertising history, social media, and trends for the advertising industry
- Understanding of web development technologies, social content creation, online advertising specifications, and design lifecycle
- Ability to assess account health to determine areas for improvement/up-sell opportunity
- Ability to leverage client relationships for introductions to additional businesses
- Ability to keep detailed timing plans, budgets, and trackers up to date for clients
- Ability to facilitate communication between external clients and internal teams
- Ability to work in a fast-paced environment while managing multiple changing priorities
- Ability to delegate appropriate tasks to maximise efficiency

Commercial Account Growth

- Understanding of account objectives and financial goals, with the ability to work alongside the Chief Brand Officer, Chief Managing Director, and Client Director to set, monitor, and achieve these per client ongoing
- Ability to work alongside peers, account teams and superiors to develop further strategies to drive more work from clients, resulting in growth and increased financial success

Leading & Collaborating With Others

- Ability to communicate, collaborate and work on a team to foster positive working environments
- Actively work to bring Tommy's three locations closer to one another. Finding creative solutions to communicating client and business needs internally

QUALIFICATIONS AND EXPERIENCE

The successful candidate will score against this list of qualifications and experience.

- At least a Bachelor's Degree and a minimum of 2 years working at a digital creative agency, advertising agency, or marketing firm focused on digital
- Seasoned experience in social media within an agency environment
- Strong portfolio of work on digital advertising campaigns and interactive experiences including web, mobile, social media activations, and video
- Excellent verbal, written, presentation, and interpersonal communication skills with the ability to write outstanding proposals
- A deep understanding and awareness of project development and experience tying project goals to business goals
- Strong organisational, conflict-resolution, and problem-solving skills
- Positive interpersonal, communication, and team-player skills

GET IN TOUCH

If you think you've got the skills, talent, and style to be our new Account Manager, get in touch with us at work@thisistommy.com. Send your CV along with a cover letter email explaining why you are the best person for the job.

We're committed to furthering equality and diversity in the creative industry, so we'll be especially happy to see applications from diverse or underrepresented backgrounds. Tommy believes the advertising industry should reflect the world to which it speaks.

Local applicants legally allowed to work in the UK and able to work in our London office only, please. If you're a recruiter, please don't call us. We'll call you.