



SENIOR ACCOUNT MANAGER

Client Services Department, Perm
July 2023, Tommy UK

WE ARE TOMMY, ARE YOU?

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

If so, you might be the best person for this job. We are looking for a UK-based Senior Account Manager to join our talented global creative agency and production studio – someone who shares our love for creative technology, our passion for performance, and our commitment to successful delivery of disruptive and award-winning projects for the likes of Amazon Prime Video, TikTok, Coty and Adobe.

RESPONSIBILITIES

As the Senior Account Manager, you'll be responsible for identifying and nurturing opportunities for account growth, as well as leading multiple projects at one time, working with the wider Tommy team to deliver strategic proposals and first class campaigns. You'll be working within the Client Services team, reporting to the Account Director and Business Director to ensure the clients' objectives are met during the course of delivering the best possible creative.

This SAM will be a key point of contact for both clients and the internal global Production team. They must have the ability to create and act on new opportunities for Tommy while maintaining 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 media can add value to a client's consumer communications.

You will be expected to:

- Develop a thorough understanding of our clients' marketing objectives, strategies, and processes
- Work under the leadership of the London Account Director and Business Director, alongside Production, Creative and Studio teams to ensure the clients' objectives are met in the course of delivery of pitches and project work

- Act as the main client contact and oversee a roster of client accounts with multiple project teams
- Work with the Business Director and Account Director to develop, manage and maintain account plans across all key accounts, aligning agency and client objectives and identifying opportunities for longer-term account and revenue growth
- Intake client briefs, and turn them into internal project/creative briefs
- Gain client alignment on project objectives, approaches, and budgets whilst operating with Tommy's best interests in mind
- Be familiar with the strategic and creative development process, collaborating with the Strategy, Creative and Production teams to create client presentations and proposals
- Develop and manage timelines for key projects, working with the production team to ensure projects are optimally resourced to meet said timelines
- Maintain finance trackers for projects
- Be responsible for the finances across a roster of key accounts, maintaining internal and external facing finance trackers, keeping track of incoming vs. outgoing revenue (including third party costs) and contributing to financial forecasting
- Coordinate and participate in internal client-related meetings, keeping on top of clients' projects, status, and deliverables
- Evaluate on-going account development and proactively propose improvements to ways of working

SKILLS

Account Management

- Robust knowledge of digital advertising history, social media, and trends both within and outside of the advertising industry
- Understanding of web development technologies, social content creation, online advertising specifications, and design lifecycle
- Ability to intake client briefs and develop strategy/creative briefs for internal team
- Keep detailed timing plans, budgets, and trackers up to date for clients
- Ability to assess account health to determine areas for improvement/up-sell opportunity
- Ability to leverage client relationships for introductions to additional businesses/brands
- Ability to manage client expectations and nurture relationships
- 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 across departments to maximise efficiency

Commercial Account Growth

- Understanding of account objectives and financial goals, with the ability to work alongside the Business Director and Account 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 take direction from direct line manager (Account Director)
- 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

- 4 or more years working at a creative agency or marketing firm focused on digital
- Seasoned experience in social media within an agency environment
- Strong portfolio of work on integrated advertising campaigns and interactive experiences including web, mobile, experiential, social media activations and video content
- Excellent verbal and written presentation skills, with the ability to build persuasive proposals
- A deep understanding and awareness of creative and project development and experience tying project goals to business goals
- Strong organisational, conflict-resolution and problem-solving skills
- A passion for making great creative work
- 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 Senior Account Manager, get in touch with us at work@thisistommy.com. Send your CV and portfolio 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 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.

