



# Senior Account Manager

Tommy LA

Job Opportunity

February 15, 2019

## Senior Account Manager

### 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 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 client campaigns at every level?

If so, you might be the best person for this job. We are looking for an LA-based Senior Account Manager 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 **Paramount Pictures**, **Sony Pictures**, and **Warner Bros**.

### RESPONSIBILITIES

As well as advancing the strategic and tactical leadership of client relationships, the Senior Account Manager will be responsible for identifying and nurturing opportunities for account growth. The AM will liaise with the relevant Digital Producer per project to keep abreast of project activities and to ensure the clients' objectives are met during the course of delivering the best possible digital creative and campaigns.

This SAM will be a key point of contact for both clients and the global Digital Production team. They must have the ability 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 digital marketing and has a comprehensive understanding of how emerging technologies can add value to a client's communications.

Daily, you will be expected to:

- Develop a thorough understanding of our clients' marketing objectives, strategies, processes, and preferences
- Work under the leadership of the LA Business Director and UK Brand Partner, and alongside digital Producers and Creative and Dev Leads globally 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 (across Tommy's three locations)
- Define and build effective and innovative solutions that generate measurable results
- Gain client alignment on project objectives, approaches, and budgets



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- Understand the internal goals of the team and the business goals of the client
- Participate in strategic brainstorming, campaign development, and project brief definition where relevant
- 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 - Mentoring and coaching more junior members of the team

## SKILLS

The following skills will serve the successful candidate well.

### Account Management

- Robust knowledge of digital advertising history, social media, and trends for the entertainment industry
- Strong understanding of web development technologies, social content creation, online advertising specifications, and design lifecycle
- Ability to leverage client relationships for introductions to additional businesses - Ability to facilitate communication between external clients and internal teams alongside the Digital Production team
- Ability to read film scripts swiftly with great attention to detail and pristine and useful note-taking
- Ability to work in a fast-paced environment while managing multiple changing priorities
- Ability to delegate appropriate tasks to maximize efficiency

### Financial Performance

- Understanding of objectives and target-setting, with the ability to work alongside the Business Director and Brand Partner to set and monitor these per client on a regular basis
- 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 & Developing Others

- Ability to communicate, collaborate and work on a team to foster positive working environments
- Ability to manage junior team members and contribute to ongoing learning and development



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## QUALIFICATIONS AND EXPERIENCE

- At least a Bachelor's Degree and 3 years working at a digital creative agency, advertising agency, or marketing firm focused on digital; entertainment industry experience essential
- Seasoned experience in digital marketing strategy 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 organizational, 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 Senior Account Manager, get in touch with us at [WorkLA@thisistommy.com](mailto:WorkLA@thisistommy.com). Send your resume 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.

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