

Account Manager

I. Position Profile

The Account Manager is responsible for all aspects of a client relationship and account team. He/ She must manage multiple projects and team members. Other responsibilities include recommending programs and activities coordinating with client's goals, effectively delivering projects, offering counsel to team members and allocating agency resources to match client budgets.

II. Primary Responsibilities

Client

- Serve as the senior contact for the client
- Proactively handle client problems quickly and adeptly
- Develop and manage annual PR/communications strategy to support the objectives and goals of the client.
- Keep client programs on schedule and ensure all deadlines are met
- Structure long term plans and program recommendations for clients
- Earn confidence of mid-to-senior level client contacts and executives with a client organization
- Develop and deliver client presentation and proposals (as needed)
- Know the industry's issues that directly affect the client

Writing

- Develop releases, customer profiles, and other press materials
- Edit client's communication material.
- Accountable for quality control and final review of all strategic proposals, and client materials

Media

- Advise on media strategy for specific accounts
- Plan, run and follow up on media programs.
- In depth understanding of media and how to exploit media, regional, TV and radio
- Keep track of media contacts data
- Maintain/ build new contact as per the target sector
- Prepare and handle media events (interviews, conferences, roundtables, etc)



Team Management

- Work with account executives on providing the media counsel needed for the client.
- Serve as a role model to team members
- Actively participate in agency development processes
- Continually communicate with the management.
- Delegate work to interns, media coordinators and administration (as needed)
- Informally adds feedback to performance review of colleagues as needed

Plus Functions

- Manage social media channels and plan for digital marketing solutions.
- Set social media strategy into implementation phases.
- Set budget estimates for client for long term and short term programs

III. Qualifications

Education

- Bachelor's Degree
Mass Communication, Journalism, AUC

IV. Professional Experience

5-7 years related professional experience. Agency experience is a plus.

Success Factors

- Can turn ideas into workable plans
- Capacity to convey ownership of assigned projects to junior team members
- Can mobilize, teams and solve conflicts
- Can work independently and as part of team
- Excellent oral and written business communication skills
- Aptitude for financial analysis
- Can complete challenging projects within set parameters
- Exceptional judgment when working with team members, client contacts and vendors
- Can anticipate client and team needs
- Attention to detail and quality
- Proficient in Microsoft Suite, Internet and on-line services
- Experience of media/Public Relations/communications experience in an agency or in house

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