

ACCOUNT MANAGER

What is the purpose of this role?

A key part of the Client Service team playing a pivotal role to the strength of clients relationships, ensures projects are managed effectively to time, target and budget. Day to day management of client communications, the conduit to internal projects teams. Seen as a trusted partner to our clients.

Responsibilities

CLIENT SERVICE

- Good understanding of brand experience and how it works within the marketing mix, able to discuss its merits in line with clients' brand objectives
- Able to talk confidently about Curious Nation, it's clients and the work we are proud of
- Works independently across most elements of the project lifecycle with input and approval from Account / Business Directors
- Understands and utilises Curious Thinking™ tools (Curious Audit, Curious Safaris, Measurement Toolbox) appropriately
- Able to report the success of a campaign against associated objectives. Understands ROI in order to suggest 'Even better if' ideas
- Ensures processes are respected and that wider team has adequate briefing to enable them to do a great job
- Demonstrates good presentation skills, ability to set the agendas and lead client meetings, ensures all client comms are documented and shared appropriately
- Builds strong relationships with internal and external teams, understanding their role within the overall delivery of a campaign/project. Assumes overall accountability for campaign activation for small – mid scale campaigns and budgets.
- Continually seeks ways to add value to client via information, service and commercial efficiencies
- Curious to development opportunities within the clients' team.
- Supports agency Directors on the application of client development initiatives, shares information and insight that is valuable to our CRM and marketing database.

PRODUCER & PROJECT MANAGEMENT

- Ensures the account runs in an agile, responsive way while maintaining commercial and delivery discipline. Able to recognise key milestones to implementing a client brief including coordinating internal and external teams. Ensures deadlines are communicated and met
- Contributes to project management by working directly on or overseeing junior team members to complete project documentation such as timing plans, status reports, contact reports, budgets and briefing documents.
- Proposes adequate remedial action to identify and resolve problems that may occur during planning and implementation of client work
- Provides accurate information to external teams, third parties. Ensures it's documented, saved, filed and accessible. Always demonstrates best practice and good attention to detail
- Understands key project deliverables. Does not commit the agency to unrealistic timings or budget.
- Confident with the design and creative process. Able to brief creative, design and artwork teams effectively and collaboratively. Familiar with brand guidelines and approval processes.
- Ensure all projects conform to all contractual and gov regs; H&S, licensing, insurance. Understand changes in regulations and be aware of additional training needs in order to comply.
- Selection and hiring of all external staffing

- Stock management and distribution. Seeking sustainable solutions where possible
- Oversee installs and de-installs
- Provide ongoing maintenance during live activity to ensure first day standards and upheld throughout
- Venue search and selection
- Contribute to all project review, adding insights to more effective solutions going forward

FINANCE

- Creates budgets for projects for smaller campaigns and supports on costing for larger campaigns. Understands how to better improve GP without compromising results.
- Uses curiosity to influence commercial performance and profitability of projects.
- Follows financial processes, obtains client purchase orders before commencing significant work.
- Tracks costs against budgets for client campaigns ensuring that things are delivered in budget. reviews budgets on a weekly basis to ensure costs are posted correctly and jobs have not gone over budget.
- Able to demonstrate the value of time to protect project margins. Completes timesheets weekly.
- Understands the requirements of cash flow for project work, directing internal and external teams accordingly. Communicates changes in a timely manner.

PEOPLE

- Leads team members (both internal and external) by example. Provides regular, honest feedback and direction.
- Shares expertise in the collective ambition to succeed as a team.
- Proactively delegates workload across the team to ensure timely completion of client projects.

WAYS OF WORKING

- Has one eye on the detail and the other on bigger picture, understanding and influencing the relationship between the two. Continually finding ways to improve project performance and client ROI.
- Open to new concepts, ideas, and ways of working. Is curious about developments within industry.
- Able to adapt ways of working, communication styles and behaviours to find mutually beneficial outcomes.
- Draws on, information and expertise to provide clarity and support effective decision making.
- Demonstrates empathy and listens actively to understand both specific and implied client needs.
- Firm, reliable, disciplined, assumes accountability without instruction.
- Takes a social yet driven approach maintains energy and motivation throughout the project lifecycle.

Culture is the way we go about our business

The way we work at Curious Nation is of equal importance to the work we do, building a culture that enables agency and individual to thrive is what ultimately drives successful performance. This all begins with putting our values at the heart of everything we do.

We are...

Current & Curious

We don't know it all, we're always learning. We thrive on helping our clients to drive growth via remarkable audience experiences, driven by our passion to create, innovate and solve business challenges.

Open & Approachable

We face challenges and find smart ways to move forwards. No question is ever too stupid, because we're open to making new discoveries and to finding new perspectives.

Better together

We believe in the power of human connection, acting with generosity and enthusiasm. Curiosity is contagious, and good things happen when energetic people click. We treat others as we wish to be treated ourselves.

Ambitious & Savvy

We strive to make every campaign our best work ever - remarkable, distinctive, effective...and memorable. We take immense pride in our work and we're committed. We ask for feedback. We take a joke. We enjoy a laugh. We find fun in what we do.