

ACCOUNT MANAGER

Stepping into management

Position in company structure

An Account Manager's primary role is focused on managing client account implementation and the ongoing successful delivery against quarterly SLAs. This includes fulfilment of prescribed deliverables, but also the financial health of the account to CCgroup – ensuring each account is serviced appropriately and maintains healthy profitability.

Account Managers strive to become the primary 'go to' person in the minds of each client and to be recognised as the person through which all account activity flows. A successful manager draws on the skills and resources at their disposal to ensure that each account benefits from healthy delegation, both upwards and downwards. They also recognise areas where they can make their own mark, lead by example and ensure they contribute strongly in a high performing team. The role will typically support an Account Director and manage Senior Account Executives, Account Executives and Junior Account Executives as appropriate.

Main job functions

- Management of account teams to achieve agreed plans and objectives
- Ownership of, and accountability for, all key account processes (reporting, influencer relations, content creation, social media etc).
- Management of clients, including management of expectations and budget and profitability
- Established, productive networks amongst journalists, analysts, industry subject matter experts, event organisers etc.
- Identification of revenue-generating opportunities within existing clients
- Play a major supporting role in new business opportunities

Responsibilities

Account management

- Take briefs/plans and translate them into actionable tasks (SLAs and account plans)
- Ensure that client SLAs are in place, managed and met, with responsibility taken for the fulfilment of client activity
- Own and manage the creation and delivery of tasks on client accounts according to agreed plans, using Teams Planner, working with account leads to allocate tasks appropriately
- Ownership of, and accountability for, all key account processes (reporting, influencer relations, content creation, social media etc) – approving work from junior team members, providing full and frank feedback and guidance, and on-the-job training where required. Raise issues of concerns with mentors
- Leadership of account team meetings and client calls/meetings
- Ensure account profitability i.e. monitoring servicing levels on an ongoing basis

Client management

- Be the primary point of contact for clients, managing day to day queries and becoming involved in all aspects of the account
- Ensure that client expectations are managed and met (including the 'trading' of activities against approved SLAs), bringing in account leads as necessary
- Develop and maintain long-term client relationships
- Prepare for and lead client meetings in conjunction with account lead
- Respond promptly (but thoughtfully) to client requests for information and make sure team members do the same
- Provide insight and ideas for client campaigns, continually demonstrating proactivity
- Lead brainstorm and other creative sessions to ensure client work remains fresh

Content creation

- Create/oversee and approve the creation of standard programme content (press releases, bylined articles/blogs, social posts, awards and speaker submissions, client reports etc) so that they are client-ready
- Develop client reporting and update documents (such as quarterly account review reports) that inspire and are of a high standard
- Develop and refine creative PR campaign ideas that will drive results
- Translate data and statistics into meaningful industry insights

Influencer relations

- Lead by example by taking a proactive approach to developing and maintaining key influencer relationships, demonstrating productive relationships and client results
- Provide managerial support in the identification of angles for stories and features, and develop compelling pitches that inspire results
- Ensure the administrative side of influencer relations – opportunity identification, list management, pitching, news jacking, social media campaigns – are working effectively

Research & knowledge development

- Take responsibility for team's awareness of relevant media debate and trends, that can be shared with clients
- Consume news and analyst content relevant to clients and their industries daily, demonstrating heightened knowledge and sharing relevant items with the account team
- Follow and research industry trends relevant to clients and their industries, demonstrating an understanding of key issues in the creation of client content
- Support client and new business teams by managing and conducting research into new areas and presenting back in appropriate, defined formats – this may include market analyses, share of voice analyses etc
- Demonstrate a strong understanding of marketing mix, particularly the role of PR in relation to other disciplines through consuming appropriate PR/marketing industry content
- Be aware of trends in the Tech and digital PR space and share with client teams as agreed and internally
- Be a proficient user of social media channels, especially Twitter and LinkedIn
- Commit to securing PRCA Continuous Professional Development certification every year
- Regularly attend PR industry and technology-related events, and take other team members

Revenue generation

- Identify opportunities for new, additional client campaigns/services – leading the organic growth of existing accounts
- Develop elements of new business proposals (e.g. undertake desk research to present specific areas, be responsible for the presentation design etc., offer creative ideas)
- Work with account leads to produce client proposals to deadline and specification

Finance

- Input timesheets and expenses correctly and on time
- Allocate client hours to team (avoiding over or under servicing client accounts)
- Report hours used/available to client teams in weekly meetings, with support from the finance team, managing the servicing rate to within acceptable boundaries

Agency contribution

- Ensure best practice is shared across client teams and the agency as a whole
- Provide advice and guidance to junior colleagues across the business
- Support the achievement of financial targets
- Become an ambassador for CCgroup within the industry



Relevant experience and skills – person specification

- Three years' experience desirable in a related role (PR experience highly desirable but not essential – experience in journalism, marketing etc or broader technology roles welcome)
- Has a broad understanding of the technology PR landscape
- Experience of direct client liaison and ability to manage expectations
- Proven ability in the management of people, creating a team ethic to deliver against client and company goals
- Experience of pitching for and winning new business, identifying and converting opportunities within existing clients
- Strong understanding of PR and its role in the overall marketing mix
- Well organised, ambitious and confident
- Excited by technology and the benefits it can deliver
- Has the ability to build rapport quickly – brings a broad range of contacts that can help drive client/business opportunities
- Strong spoken and written communication skills, with excellent spelling and grammar
- Motivated to learn
- Willing to promote and follow the workplace values of CCgroup (expert, driven, curious, supportive, genuine)

Salary band, September 2020: £30k-£38k

More great stuff about working at CCgroup:

Benefits

- Flexible working & work from home
- Early & late passes (arrive 3 hours late or leave 3 hours early once a month)
- Annual wellbeing allowance to spend on whatever makes you feel good!
- Monthly social events including Summer and Christmas parties
- 10% bonus based on company performance
- Discretionary bonus
- Contributory pension
- Access to external training
- Access to our wellbeing support service for mental & physical health
- Quarterly awards
- Competitive holiday allowance with additional days off for Christmas
- Your birthday off
- Free eye test & glasses contribution
- Cycle to work scheme
- Travel loan
- Sabbaticals
- Long term service award scheme

To apply, please email Laura: Laura.Kolb@ccgrouppr.com

We can't wait to get to know you!