



Job Description

Position: Account Manager
Revised: June 12, 2006
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Responsibilities

The Account Manager is the primary person responsible for managing client relations. The Account Manager will maintain continuous high-level contact with clients, and must become familiar with the products and markets in which our clients operate.

The Account Manager will work with agency principals and team members to manage our clients' activities at the project and program level. The Account Manager will work with clients to define projects, write and edit creative briefs, write project specifications for Interactive projects, and orchestrate long-term marketing plans with integrated clients.

Areas of Responsibility

The Account Manager will have the following areas of responsibility, with the following relative weights:

Area of Responsibility	Weight
Business Development	30%
Client Services	25%
Understanding Client's Products and Markets	20%
Planning and Developing Marketing Programs	15%
Presenting Work	10%
Total	100%

Goals and Objectives

Business Development (30%)

The Account Manager will be responsible for business development activities with both new and existing clients. This includes identifying prospect accounts, working to set meetings with decision makers, and assisting agency principles in closing new client business. To help identify prospect accounts, the Account Manager will represent the agency and its clients at industry functions, trade shows or other events. The Account Manager will also coordinate agency response to incoming new client inquiries.

The Account Manager will identify needs and opportunities within existing client accounts, and help design marketing programs to address them.

**Client Service (25%)**

The Account Manager is responsible for ongoing contact with marketing managers and executives inside the client organization. This includes defining and proposing new programs, setting and managing expectations, communicating timelines, ensuring client satisfaction, and handling problem resolution. The Account Manager will be the first point of contact for responding to client needs and inquiries. The Account Manager will work with the account team to ensure timely completion of projects, set and manage client expectations, and execute marketing programs and campaigns. The Account Manager will be expected to help the account team work effectively.

Understanding Client's Products and Markets (20%)

The Account Manager is responsible for understanding the environment in which our clients operate. The Account Manager will use this understanding to advise clients on marketing strategy, and guide the direction and execution of all marketing activities through the Account Team structure. Responsibilities include:

- Becoming familiar with products and markets in which assigned clients operate
- Maintaining an awareness of competitive pressures, threats and opportunities
- Setting strategic direction for the account team
- Providing periodic market and competitive updates for the client

Planning and Developing Marketing Programs (15%)

The Account Manager will work with the client on project definition and specifications, author creative briefs and job specifications, and lead account teams to ensure that marketing efforts meet strategic and tactical objectives, including timeline and budget.

Presenting Work (10%)

The Account Manager will be responsible for writing, organizing and conducting presentations to our clients for the purpose of describing and delivering marketing programs and campaigns. These presentations will demonstrate how our solutions effectively address client needs.