



the right talent for the right agency

Account Manager Job Description

As Account Manager is quite a generic job description, it is useful to include a reference to the discipline in the job title such as:

- Digital
- BTL/Design
- ATL/Press
- Direct Marketing
- Sales Promotion
- PR
- Recruitment Advertising
- Print
- Other

About us

Here you need to include information about your agency such as:

- The number of years you have been established
- The number of employees

About our clients

List which sectors you specialise in and include a list of your top clients. It may also be useful to list the specific accounts that the Account Manager will be working on.

Our location

Contact Details

Address

Email

Phone

Main Duties

Here we have summarised the main duties that an Account Manager would be required to undertake. Top and tail this section with requirements that are specific to your role:

- managing a portfolio of accounts, usually the agency's largest accounts, for major high-profile clients and top business leaders;
- dealing with all aspects of a campaign;
- using an existing network of industry contacts to generate revenue;
- leading and training other members of the account team;
- managing the work of account executives;
- leading project management activity;
- ensuring necessary actions are undertaken by the account team;
- achieving sales targets;
- delivering sales presentations to high-level executives;
- attending client meetings;
- maintaining and expanding relationships with existing clients;
- completing administrative work, as required.

The position of account manager is usually attained after a few years' experience in the role of account executive.

Team structure

A suggestion of the candidate's team and how that team fits within other departments would be useful here as each agency varies vastly on team structures.

Candidate requirements

Here you need to state how many years experience is required/preferred, whether they need to have done any specific training or gained experience in specific sectors.

State what qualifications are required for the role e.g. a minimum of 3 GCSE's or a masters?

What we offer

State what salary you will be offering and whether there are any benefits included such as:

- Company car
- Car allowance
- Bonus
- Profit share
- Overtime
- Pension
- Healthcare
- Life Assurance
- Free Parking