



the right talent for the right agency

Account Planner Job Description

If you are looking for an Account Planner in a specific sector, it is useful to include a reference to the discipline in the job title such as:

- Digital
- BTL
- ATL
- Direct Marketing

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 Planner will be working on.

Our location

Contact Details

Address

Email

Phone

Main Duties

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

- liaising with clients to identify specific business problems and develop ideas;
- communicating with colleagues within the agency, such as creatives and account managers, in the process of developing a campaign;
- gaining a comprehensive context for advertising strategies by analysing a wide range of information in great detail, including demographics, socio-economics and the market for the client's product and market share;

- commissioning research from outside organisations to inform advertising strategies, using both qualitative methods, such as focus group discussions and structured interviews, and quantitative methods, such as demographic profiling and questionnaires;
- running qualitative research groups;
- using a variety of market and research data to monitor cultural and social trends and their impact on consumers' attitudes, behaviour and perceptions, ;
- finding an 'angle' on a specific product or service on which to base an advertising campaign;
- researching the product or service to be advertised, which may involve gaining technical or specific knowledge;
- reconciling the differences between consumers' current perceptions of the brand and the way the client wishes the brand to be perceived;
- meeting the client to learn the background to the brand and advising on possible approaches or adaptation of approach to the target market;
- providing the creative team with a clearly defined brief that contains concise information on the product, audience and strategy, so that they can develop creative ideas applicable to the media channels that will promote the idea most effectively;
- presenting conclusions and ideas to clients and other agency staff;
- analysing and interpreting customer response and sales data to evaluate the effectiveness of the campaign.

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 GSCE'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