



the right talent for the right agency

Interactive Account Manager - Job Description

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 candidate will be working on.

Our location

Contact Details

Address

Email

Phone

Main Duties

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

- To manage the internal processes of the agency and ensure agreed work is carried out to the highest quality and technical standards
- Additionally, to maintain a strong day-to-day relationship with the client based on understanding both their needs and the agency's capabilities to deliver them.
- Overall responsibility for ensuring a project is delivered on time and on budget.
- Responsible for accurate financial submissions, e.g. reports, quotations, costings, etc.
- Input into the development of strategic proposals.
- Development of tactical briefs and overseeing all processes to delivery. Involvement in strategic briefing.
- Gain working knowledge of operations/functions of interactive and data planning departments in order to understand and recommend application of other agency services to clients.
- Is able to offer effective creative rationales to clients.
- Has an understanding of brands and the factors that affect brand integrity.

- Is responsible for providing information, stimulus material and support to the creative department to assist them in the development of excellent creative work.
- Gains working knowledge of how to judge effective creative and able to clearly define and communicate issues deviating the work from the brief.
- Is responsible for ensuring production is to the level and quality required in technical terms.
- Becomes an engaging and persuasive presenter and able to effectively sell-in creative work.
- Keeps other areas of agency abreast of developments in online marketing.
- Establishes a motivating and inspiring environment to encourage development of interactive business.
- Has an excellent knowledge and understanding of production techniques in order to establish most effective solutions to creative and client needs.

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