



## Guide to role and responsibilities

<b>Title:</b>	Account Manager
<b>Reporting to:</b>	Client Director
<b>Start date:</b>	January 2019
<b>Benefits:</b>	A competitive salary, plus access to Edson Evers' performance-related bonus scheme. Other benefits include 25 days holiday, pension scheme, DISS insurance, individual training budget, plus a range of great 'soft' benefits, such as access to Perkbox rewards. Edson Evers will also create your own personal development plan, linked to its annual appraisal scheme.

### Job summary:

An account manager will still largely be delivering the same skills as an account planner/senior account planner, but with more autonomy and responsibility.

In addition, more is expected in respect of managing other skills relating to account supervision, including strategic development of the account, proposal writing, presentations and in-house duties and responsibilities.

As your account portfolio expands, additional assistance/resources will be provided, helping the transition to client director to be achieved.

### Your role and responsibilities:

As an account manager, your role is to drive your client accounts. You should be a capable and confident operator with a thorough understanding of the required media and communication skills, and fully in control of the media tools available to create the required media coverage in all PR areas.

You are responsible for the execution of communication strategies and activities for your client accounts (see below for day-to-day activities), ensuring that programmes and objectives are being adhered to, and that accounts are well organised.

You will also have corporate responsibilities and will ensure your team adheres to agency policies and procedures, e.g. time sheet recording and using Workflow to its maximum capability.

You will participate in agency meetings, initiatives and campaign development meetings.

You will attend/participate in PR industry events to gain and then share industry knowledge.

### Your day-to-day duties include:

**Administration** - day-to-day administration of the account. including updating WIP documents and campaign planners as directed by the Client Director. Preparing regular status and contact reports for clients and being proactive in upselling ideas outside of the scope of work.

**Client handling** - to lead meetings, ensuring that preparation for the meeting is well organised, notes are taken and a contact report is circulated after the meeting. You will play the central role in the team and take full responsibility for your clients and any problems.



**Creativity** - regularly brainstorming fresh ideas for PR campaigns.

**Editorial** - researching, writing and gaining approval for the earned media relations' programme for both print and electronic social media platforms. This will include press releases, case studies, feature articles and product pieces. Developing news angles and placing stories in a cross section of print, broadcast and online media. Understanding and advising on media handling including interview briefings, developing Q&As and developing statements in a crisis situation.

**Journalist liaison** - pitching press releases and feature ideas by phone or email to national, regional and trade journalists, across print, broadcast and online, to interest them in covering your clients' stories. Responding to reactive calls and emails from journalists. Arranging interviews and editorial meetings with key journalists for your clients' spokespeople either in person or over the phone and facilitating these meetings where appropriate. Generally having an in-depth knowledge of the workings of the national, regional, broadcast and online media.

**Social media channel management** – where relevant you will handle your clients' social media channels such as Twitter, Facebook, LinkedIn or Instagram and direct content and provide appropriate responses.

**Video and other content** - commissioning content for use in online and or/social media platforms or as part of the client campaign plan. Working with the account lead, duties may include concept creation, storyboarding, attending video shoots and edit amendments and approvals

**Supplier management** - Briefing designers, photographers, printers and other suppliers in a knowledgeable and precise manner. Negotiating costs etc., and managing quality control deadline problems etc.

**Event management** - Planning and managing events ranging from photo calls, press conferences, community events, training days etc. on behalf of clients.

**Financial responsibility and reporting** – you will have a full understanding of financial controls on all your client accounts, you will understand mark-up rules and budgeting procedures and seek to maximise profitability on your client accounts working alongside your director(s).

**New business development and marketing** – you will participate in new business development working alongside your director to prepare proposals and pitches. You will also seek opportunities to grow business with existing clients.

## Person specification

### Academic/professional qualifications

Essential	Desirable
Educated to degree level	A degree in a creative arts, English or a media-related discipline or a recognised journalism qualification
	Ideally minimum 'A' level qualification gained in English language or literature

### Work experience and skills

Essential	Desirable
Proven experience of working in a client or customer-facing role	Ideally having experience gained in a communications or media environment



Good commercial awareness: You need to be able to work to a budget and manage operating expenses	Experience of managing junior members of staff
English language fluency: You need to have excellent written and spoken English	Experience with web content management systems and blogging software (e.g. Word Press)
Copywriting skills: You need to be hot on spelling, grammar and proof-reading, as well as having a creative flair for producing engaging copy.	Experience of using all mainstream social media channels, including Facebook, Twitter, LinkedIn, YouTube and Instagram
Fully conversant with Microsoft Office, including Word, Excel, PowerPoint and Outlook	

**Personal characteristics**

<b>Essential</b>	<b>Desirable</b>
<b>Presentation skills:</b> From communicating ideas to your team to presenting stories to journalists, you need to organise information in a succinct and interesting way to capture their attention.	<b>Resilience:</b> You need to have the confidence pick up the phone to national journalists and resilient enough to handle criticism and rejection.
<b>Strong interpersonal skills:</b> Whether it's over the phone, by email or in person, PR is all about people, so you need to be approachable, friendly and empathetic, and be able to relate to people on different levels within the agency, with clients and with the media.	<b>Management skills:</b> You need to be capable of managing a small team of people, including monitoring work quality and deadlines and providing guidance and a degree of mentoring
<b>Excellent telephone manner:</b> You will spend a lot of your time pitching stories to journalists, so you need to have the confidence to pick up the phone and speak to them and maintain a positive, friendly and upbeat tone.	
<b>Time-keeping:</b> You will often be working to tight media deadlines as well as meeting the demands and pressures of your team and clients, so you need to be able to work quickly and efficiently, without compromising on quality.	

The duties and responsibilities of this job description are not exhaustive, and the post holder will be required to perform additional duties and responsibilities over and above those defined to meet the needs of the business.