

Job Description

Job Title:	Account Manager
Location(s):	Reading
Role Objective: (brief summary of key function of role and where it fits into the organisation)	
<p>An account manager is responsible for the day-to-day running of a number of different accounts, ensuring the team is motivated and delivers on client expectations. Their professional approach and experience will make them the first port of call for client consultancy and advice. As a senior member of the team, the AM will play a key role in decision making, strategy and planning.</p>	
Key Responsibilities: (list key tasks, responsibilities, deliverables etc.)	
<p>Account Responsibilities:</p> <ul style="list-style-type: none"> • Ownership and daily management of a number of accounts • Planning, monitoring and evaluating activities relative to client marketing objectives, business goals and expectations • Allocating and managing the successful delivery of tasks within the team • Arranging and leading team and client update meetings • Main contact point for clients and key decision-maker within the team • Motivating individuals and the team to meet and exceed client expectations • Identifying opportunities to increase monthly retainer and secure additional projects • Relationship building and networking with colleagues, clients and the media • Lead by example in developing and maintaining journalist relationships • Liaising on a daily basis with team, clients and the media, via telephone and email • Keeping clients happy and recognising/alerting AD to any potential issues with an account <p>Company Responsibilities:</p> <ul style="list-style-type: none"> • Mentor and source of support to more junior team members • Lead the way with a proactive approach to both on- (including company blog and Twitter) and offline social networking • Identify credible and appropriate new business leads • Highlight the team's achievements to others within the organisation and clients when appropriate • Identify strengths and weaknesses in the team; work with individuals setting goals to improve specific skills • Support and demonstrate the use of the agency values (PIES) and ensure these are understood by direct report(s) • Take an active role in the recruitment of the team; undertake telephone interviews and face-to-face interviews 	

- Line management responsibilities
- Achieved Berkeley's Storytelling accreditation. Berkeley's storytelling philosophy should be second nature in written and verbal work. Be able to push back to clients if media materials do not reflect Storytelling. Mentor and guide more junior members of the team in storytelling.
- Take an active role in highlighting Berkeley's Storytelling Academy to clients.

Skills & Experience: (include generic, specific sector, people management, languages etc.)

The AM will have experience in similar PR/ journalism roles, and will ideally possess the following attributes:

Key Skills:

- Confident leader
- Good listener and approachable
- Creativity, energy and enthusiasm
- Good organisational and time management skills
- Display autonomy and accountability; be able to make a decision
- Strong relationships with all target media, including national and online press
- Understanding of the 'bigger picture' both client based and corporately
- Self - motivation and a persuasive manner
- Proven spoken and written communication skills across a variety of areas
- Enhanced 'people skills', able to adapt to a range of audiences both internally and externally
- Thorough understanding of client's businesses and their markets
- Consistent professional manner
- Proven presentation and negotiation skills

Educational Qualifications:

Minimum level required:

Degree-level or Equivalent