

Position:

Advertising Account Manager

GENERAL JOB DESCRIPTION

The account manager also leads the agencies ideas presentation, ensuring the ideas remain faithful to the brief and that it is kept within the time frame and budget.

The most important task in account management is to design the brief; a well targeted brief can be the making of a great campaign. While the work varies depending on the agency, account managers are normally responsible for client budgets, for managing the work of account executives and performing a range of related administrative functions.

WORK ACTIVITIES

- Creating a portfolio of client accounts and monitoring the ongoing activities related to them.
- Managing, reviewing progress and delivering the client's advertisement projects.
- Conducting meetings with the clients as well as informing them about the current work status of their projects.
- Establishing relationships with new clients and maintaining and nurturing business relationships with existing clients.
- Identifying accounts whose revenue may be shrinking so as to address any 'at risk' customers and reach out to these accounts to ensure they are retained.
- Monitoring work performance of colleagues and setting sales targets.
- Recruiting and training new account executives.

SKILLS

- Significant experience in professional client relationship management.
- A solid background in advertising, design or marketing.
- The ability to plan and strategies at a senior level.
- A persuasive and confident approach to creative projects.
- Excellent written and oral communication skills.
- Effective team management capabilities.
- A keen attention to detail and budgetary restraints.
- Full awareness of creative processes and techniques – including digital platforms.
- The willingness to note relevant trends and develop ideas.
- The ability to work as an authoritative figure in a busy team.

Please send CVs to: recruitment@dallahgroup.net