



#### **jkr JOB DESCRIPTION**

Below is the full job description and specification for an Account Manager, including the key characteristics, behaviours and responsibilities which define jkr's expectations of this role, and which all Account Managers are expected to deliver against. The remit of an Account Manager is wide-ranging and the level of autonomy you are given on your allocated clients/projects will be commensurate with experience. You will be reviewed in relation to your performance within your job description.

## Account Manager

### Description:

To manage allocated projects, acting as the main focal point for clients and the jkr internal team, providing pro-active client servicing and tight financial management to deliver the highest levels of client satisfaction. To work with Account Director(s) to inspire clients and deliver appropriate and effective solutions to their business issues through the creative process.

### Profile and Skills:

A confident coordinator who is capable of expertly managing process, people and clients. Ultimately regarded and respected as the key project contact responsible for ensuring exceptional creative solutions, tight project management and commended client service.

**A Motivating Man Manager** – shows strong interpersonal skills; motivating themselves and the jkr internal team to collaborate on all projects as required. Tailors language and communication style to the individual concerned to galvanise and get the best out of team performance.

**An Exceptional Project Manager** – from the outset to the outcome, manages each stage of the process with diligence and confidence.

**A Confident Communicator** – capable of communicating clearly and professionally with all parties; internal and client facing. Shows presenting ability and is articulate in discussing all project deliverables - concepts, briefs, budgets and project plans.

**Reliable and Conscientious** – treats detail as critical to project delivery and management. Superior administrative skills; prioritising and championing the need to manage each design project with a keen eye.

**Strong Initiative** – constantly looking for ways to exceed client expectations. Demonstrates initiative in pre-empting direction from Account Director(s) and internal jkr team. Researches thoroughly for creative briefs providing inspiration for the creative team.

**Problem Solving** – imaginative and open-minded; approaching all situations with flexibility and adaptability. Demonstrates composure under pressure seeking out how best to effectively manage client demands and internal pressures.

## Responsibilities:

### **Project Management & Delivery**

- To effectively manage the day-to-day running of projects, through the creative and artwork stages, harnessing the correct in-house/external resource, ensuring deliverables are on time and within budget
- To take client briefs, working with Account Director(s) to interrogate and produce into a clear and inspirational brief for the design team
- Keep all members of the team regularly updated on the status of ongoing projects
- Effectively manage client approvals process; ie. cost proposals, design / artwork sign-offs, etc
- Maintain a positive and collaborative relationship with other jkr departments
- To attend/make presentations of work where appropriate, ensuring all output is presented professionally and with conviction, supported by clear rationale and recommendation
- To produce and circulate meeting reports for all external meetings/discussions within 48 hours, which capture the essence of the meeting and with clearly assigned action points
- To set up and attend post project review meetings (as required) involving all necessary parties to ensure that key learnings are identified and acted upon

### **Client Servicing**

- Act as the client's first point of contact on day-to-day running of projects
- To pro-actively manage client relationships, to identify early signs of problems and to be alert for opportunities to add value. Keep Account Director(s) informed accordingly
- To work as part of the wider jkr team to ensure we meet or exceed client objectives and expectations at all times

### **Commercial Management**

- Work with Account Director(s) to ensure projects are costed appropriately, taking into account any agreed client fee matrices and maximizing revenue potential for jkr
- Ensure clients are kept fully appraised of their project budgets regularly
- To work with clients to understand their purchasing procedures/requirements and communicate these to the Account Director(s)/Finance Director
- Ensure timely invoicing of completed work and availability of POs to allow for invoicing

### **Client & Business Development**

- Work with clients to broaden their understanding and experience of the creative process, negotiating sufficient time and budget for jkr to deliver its best work
- To organize, co-ordinate and prepare credentials documentation, presentations and proposals in relation to client opportunities
- Use initiative to contribute to and recommend ways of improving jkr's way of working

### **Design Awareness**

- To articulate and promote jkr's Brand First philosophy and deliver through day to day work
- To demonstrate a good understanding of branding and marketing, specifically in relation to client markets/categories and their business
- Demonstrate an ability to assess whether creative work is on strategy and brief

### **Mentoring**

- Where required, to work with more junior team members to assist in their development, imparting knowledge and guidance to help them fulfill their assigned tasks and responsibilities.