

Account manager

Overview

Manage a client's PR requirements, working to agreed strategy and delivering solid results to satisfy KPIs and realising expectations of the client and the company within the necessary time frame. Enhancing the reputation of Cartwright in representing the company in a positive light at all times. Working with an account director and managing junior members of the team, developing skills and supporting where necessary.

Writing

- Is able to research, write and produce press releases and features of excellent quality without support
- Is confident at writing more technical, trade articles with accuracy.

Reporting / admin

- Reporting to account directors and managing director – fulfilling the role and responsibilities in delivering solid PR results for all clients.
- Manages all meetings, providing adequate and up to date client notes and manages the client reporting process and evaluation independently.

Time management

- Can manage day to day deadlines and plan for longer term deadlines, keeping on top of them effectively
- Is able to manage conflicting deadlines and can delegate upwards or downwards when needed to ensure they are met
- Manages own diary efficiently and keeps on top of planning regular client meetings on behalf of the client team

Personal skills / development

- Has well-rounded communication skills and can adapt approach as appropriate when communicating to team members / clients / new business prospects
- Is able to map out own personal development goals and works with senior team to proactively suggest ways to meet these goals (identifying training / mentoring opportunities etc)

Client handling

- Manages all clients and is the key day to day point of contact

- Actively contributes to client meetings and is shaping meeting agendas
- Is making active contributions to annual / quarterly / monthly client PR plans, working with senior team to ensure objectives and deliverables are met
- Has developed an understanding of servicing levels and can identify when they might need to be reviewed or discussed with other team members
- Proactively suggests creative ideas, stories of interest and comment opportunities to client

Media relations / awareness

- Is able to confidently undertake media sell-ins
- Has own group of media contacts
- Is familiar with client's key media and actively reads other publications to stay on top of news agenda

Business contributions

- Is able to run company brainstorms and generate new ideas for clients
- Is able to network at industry or business events
- Is able to suggest ideas for the business such as new or improved processes, technology, or ways to work better
- Is commercially aware – including client fees and profitability of the account; managing project budgets and ensuring overserve is kept to a minimum

New business

- Can contribute to new business proposal writing process
- Is suggesting new business targets of own interest
- Is able to make first approaches to warm new business leads
- Can demonstrate own thinking and ideas for use in new business proposals / pitches