

# JOB DESCRIPTION

## 2021

## SENIOR ACCOUNT MANAGER – CLIENT SERVICES

---

### The Company

Quantum Marketing has a 20 year heritage in the technology sector. We are specialists in B2B technology campaign activations blending data, creative, multi-channel marketing and technology. We are very much commercially focussed providing pipeline development for our clients.

We are also an award winning agency and need to maintain and further develop our high standards through the development of our talented team.



### The Role

As a Senior Account Manager, you will support the Client Services Team and report directly into an Account Director, having had a number of years as a Senior Account Manager or an Account Manager in a similar agency environment and have experience of managing one or more team members.

You work on a number of key clients across B2B Marketing channels and as part of a team delivering commercially-focussed activity for technology clients. You will be in charge of leading a project forward holding all key responsibilities for a successful delivery and bringing any team members with you.

This position holds full responsibility for the performance, delivery and management of a campaign. You will be an essential lead in coordinating the implementation of client services fundamentals as well as new processes, and will manage and administer systems to inform internal audiences and clients.

### Key Responsibilities Include:

#### Client-facing

Work directly in partnership with the Account Directors to maintain, build and strengthen key client relationships. Expected to lead with confidence and to be able to have detail-orientated conversations with our clients.

#### Financial Management

Oversee the financial lifecycle of projects and provide information on project budget and client's campaign performance (e.g. progress against target pipeline).

- Ensure that all revenue related systems and reporting are up to date for your team's clients and projects

### Project Management

Set up and manage the delivery of key client campaigns - on brief, on time and in budget:

- Oversee the development and finalisation of scoping documents, cost estimates, reports & project plans against client proposals and statements of work
- Process rigour: work within agreed process, lead status reporting and regular project status meetings with clients with detail-oriented actioning of client feedback
- Manage multiple clients and campaigns in parallel, adopting a problem-solving mind-set and communicating clearly and logically

### **Stakeholder Management**

Work closely with internal and external partners to ensure our level of delivery meets and exceeds expectations:

- Ensure all internal and external stakeholders are booked, briefed and updated accurately and on time
- Support and manage other team members with the above when required

### **Creative, digital & demand focus**

Sound digital thinking with demand generation campaign experience from inception to completion:

- Multi-channel thinking and delivery across a customer / buyer journey

### **Reporting**

Create scoping documents, cost estimates, internal and external reports and project plans.

- Be comfortable with

### **Multi-tasking**

Manage multiple campaigns - constantly rolling out new campaigns across international markets, a great problem-solver and extremely effective communicator. Be on the front-foot with knowing where projects are at, at any given time.

### **Training**

Assist in onboarding and training new Client Services team members.

### **Skills and Experience**

- Highly motivated and a self-starter with client facing sales and service skills
- Enthusiastic; a go-getter who is happy to take the initiative and able to work at pace, jumping between different projects
- Commercially-focused with strong prior experience in a client service role, with experience in ROI led approach to campaigns – preference to those with B2B Digital and Digital Agency background
- Comfortable with digital based campaign report generation and analysis
- Strong understanding of the B2B Technology landscape
- Highly organised multi-tasker with impeccable attention to detail
- Experience of managing and motivating one or more team members
- Experience of working in a fast-paced environment, managing multiple projects and priorities and demonstrating effective organisational and time management skills