

Job Description

Title: Account Manager

Department: Client Services

Reports to: Operations Director

About Net Media Planet

Net Media Planet is an award-winning paid search agency based in the heart of London's West End. Ranked as the 16th fastest-growing private technology firm by the Sunday Times, Net Media Planet has enjoyed considerable and sustained success in the years since its foundation in 2004.

The role

We are looking for someone to join the team and take on the role of Account Manager, reporting directly to the Operations Director.

The individual must be a professional, organised, and well presented self-starter. Confidence in working with clients, an ability to listen and follow through on commitments is essential, as is a passion for online marketing and comfort in working with a quantitative subject matter.

The successful applicant would find the role fast paced, challenging and with scope to grow.

Responsibilities include:

Manage client relationships

- Be the primary point of contact for clients, acting as the interface into the Campaign Management team
- Filter client requirements into actionable objectives for the Campaign Management team to deliver against
- Maintain a high level of client engagement and develop relationships within the client organisation

Grow existing client relationships

- Identify new business and up-sell opportunities
- Prepare proposal documents
- Participate in pitches, where required

Deliver on client expectations

- Define KPI's and other objectives that reflect clients' expectations
- Manage Campaign Management staff to deliver against clients' objectives and other requirements
- Be proactive in identifying risks and developing mitigating actions
- Manage conflicts and issues
- Create and deliver status reports and, as required, other presentations to clients

Other

- Negotiate contract terms
- Assist in the development of client services processes and strategy
- Ad-hoc client service activities

Experience

The successful applicant would have at minimum 2-3 years experience in a client facing account management role, preferably having worked either within the search industry. We would consider applicants who have worked as account managers where the service is quantitative and/or technical in nature.

Skills

- Analytical able to confidentially interpret data, and to identify and analyse trends;
- Interest and preferably experience of online marketing; and
- PPC experience (preferably).

Competencies:

- **Develops & applies skills & capabilities**
- Takes advantage of opportunities to develop in-depth skills and knowledge.
- Uses knowledge resources to obtain information or build skills.
- Seeks and responds to developmental feedback.
- Shares own knowledge to build skills in team
- Makes useful contributions to knowledge share

- **Organises & directs quality work**
- Plans and coordinates own and/or team's work activities to meet commitments and quality expectations.
- Balances and prioritizes activities to make sure critical items are addressed.
- Keeps others aware of workload and potential conflicting commitments.
- Builds in time to check work and avoid re-work.
- Documents agreements and discussions to ensure accurate records and follow-through.

- Ensures attention to detail and produces high quality documentation and communication
- **Maximises team performance**
- Encourages collaboration and addresses issues that impact performance of team members
- Takes time to help other team members.
- Is open to and encourages different viewpoints.
- Focuses energy on solving issues rather than blaming others.
- Acknowledges the ideas and contributions of other team members.

Establishes credibility with client & develops account

- Adjusts manner/style/language to fit situation and expectations.
- Contributes valuable information/perspective.
- Uses others' time intelligently
- Keeps commitments and/or promises.
- Raises critical questions and concerns in ways that enhance the credibility of Net Media Planet
- Is clear and concise when giving directions and responding to questions.
- Shows good attention to detail
- **Anticipates issues & negotiates solutions**
- Takes appropriate actions when things go wrong
- Thinks through and recommends solutions when raising an issue.
- Quickly identifies or isolates the root causes of issues or problems.
- Identifies and addresses potential issues before they are recognized by others.
- Keeps supervisors informed and involved as issues develop.
- Asks for and defines needed support when recognizing own limits.
- Proactively follows up on misunderstandings and critical issues to ensure they are recognized.
- **Builds industry awareness, understanding & insights**
- Confident in discussing ins and outs of PPC and SEM with clients
- Understands the fundamentals of online/offline marketing concepts and theory and discuss these with clients
- Shows awareness of the main trends and issues facing clients