



## **JOB DESCRIPTION - Account Manager**

**Name:**

**Reporting to:**

**Principal role:**

Client facing role. Working under the supervision of the Account Director (AD), the Account Manager is responsible for ensuring the delivery of profitable business on time and within budget. Responsible for delivering a high standard of service to all clients.

**Experience:**

Minimum of 24 months' account handling experience at a healthcare communications agency (ideally advertising, however medical comms would be considered)

**Skills required:**

- Understanding of pharmaceutical and health related issues
- Understanding of all elements within the promotional/marketing mix
- Good interpersonal, organisation and multi-tasking skills
- Excellent verbal and written communication skills
- Sound financial management
- Proficient and proactive account planner

### **SPECIFIC RESPONSIBILITIES:**

**Account management**

- Day to day Client contact, leading and executing all projects planned and agreed with the Client and AD
- Provide support to the AD in the strategic planning of the clients' business (where possible and appropriate)
- Present agency output at client meetings
- Ensure job bags and electronic system are kept up to date / organised
- Ensure relevant client status reports are prepared and sent
- Ensure contact reports are produced after all meetings
- Set agenda for and attend client meetings
- Build client confidence in Cherry
- Gain in-depth knowledge of client products and markets
- Organise team meetings
- Take an active / lead role in the preparation and presentation of proposals / material / presentations to clients
- Be fully conversant with the ABPI Code of Practice
- Ensure accurate briefs are provided to members of the team, to include timelines



**New Business**

- Be alert to opportunities for organic growth of accounts
- Recognise opportunities for new business, ensuring these are drawn to the attention of the AD
- Be involved in background research and presentation preparation for new business pitches

**Financial management**

- Liaise with the AD/creative team to ensure accurate estimates are provided to clients
- Progress production jobs ensuring deadlines are met and budgets are adhered to
- Enter appropriate financial information into agency software system on a regular basis
- Monitor hours spent by Cherry team throughout job lifecycle to ensure it is within budget, proactively addressing overspend with the Client
- Ensure Purchase Orders are received from client in time for invoicing at the end of each month
- Preparation and checking of hours spreadsheets for fee discussions by AD

**Digital and print production**

- Have a solid understanding of how to plan, develop and manage print and digital projects
- Have detailed knowledge and understanding of the digital production, and a good working knowledge of the print processes
- Check quality control on all production jobs - ensure all relevant personnel sign off materials before sending to client
- Have good understanding of client production processes and monitor profitability of all print jobs to ensure Cherry maximise print business

**External agency liaison**

- Understanding role of other external agencies (e.g. PR, Med Ed etc.)

**Media**

- Ensure fulfillment of media schedules
- Generate and maintain contacts with key press
- Scan journals/internet and forward relevant information to clients/other account groups

Signed (job holder)..... Signed (manager).....

Date..... Date.....