



Job Description

JOB TITLE

- Account Manager (AM)

MAIN PURPOSE AND SCOPE OF THE JOB

Under the guidance of the Business Directors, overseeing a portfolio of clients and acting as the senior account contact, supported by the Account Executive team. Responsible for managing and carrying out the day-to-day activities in PR and communications services on behalf of clients, and the smooth running of accounts.

POSITION IN ORGANISATION

Reports To: Company Directors

Working With: Account Executive Team

Budget Responsibilities: Operating within budgets set by client where relevant

DUTIES AND KEY RESPONSIBILITIES

To support NMPR's existing and potential client base through:

- Working alongside the Business Directors to formulate and implement the client account strategy and growth plans
- Identifying new business opportunities with clients, building on our provision of services across PR and communications
- Being the main point of contact on a portfolio of clients, helping to develop and implement their PR and communications plans
- Raising awareness of the agency and helping to build its brand through the quality of work
- Developing senior press relationships and managing contacts with key commentators, industry spokespeople and sector influencers
- Offering crisis management and advice to clients
- Extending networking opportunities
- Reporting and providing high level data analysis
- Maintaining awareness of industry issues and trends in clients' industry sectors, identifying opportunities for communication
- Attending client events and industry conferences
- Helping develop fresh ideas for client PR and communications campaigns

GENERAL RESPONSIBILITIES

- To abide by the Terms and Conditions of Employment and Company Policies as set out in the Employee Handbook.

Person specification template

	CRITERIA
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Strategic thinking: Proven experience in being strategic within a PR agency and delivering for clients • Leadership: Managing the delivery of integrated PR campaigns and with excellent management skills, enjoying mentoring team members • Communication: Excellent written and spoken English with a detail for spelling, grammar and proof-reading, as well as having a creative flair for engaging copy. • Strong interpersonal skills: Approachable, friendly and empathetic, with an ability to relate to and motivate people on different levels within the agency, client base and media network.
EXPERIENCE	<ul style="list-style-type: none"> • Extensive agency experience of PR within a B2B environment including specific sectors or industries relevant to NMPR • A strong industry network and contacts with senior journalists and members of the media • Proven track record of successfully implemented PR campaigns for a range of clients • Excellent presenter and adept at explaining PR terms and outcomes to account teams • Traditional and online media use with experience of developing integrated campaigns
KNOWLEDGE	<ul style="list-style-type: none"> • A relevant undergraduate degree such as PR, journalism or English Literature is expected but not essential. • Confident and experienced user of social media tools and reporting. • PR qualifications from the PRCA or CIPR.
PERSONAL ATTRIBUTES AND OTHER REQUIREMENTS	<ul style="list-style-type: none"> • Self-motivated and must enjoy developing accounts and delivering results for clients. • Proven experience in being strategic but must be happy 'mucking- in'! • Willing to travel and occasionally work unsocial hours according to the business needs. • Be a good team worker, demonstrating loyalty and commitment to the business and other team members.