

SENIOR ACCOUNT MANAGER

JOB DETAIL

JOB TITLE: Senior Account Manager
REPORTING TO: Senior Account Director
DIRECT REPORTS: Account Executive/
Intern

PURPOSE OF THIS POSITION

Responsible for maintaining and expanding our client relationships, managing the execution of sponsorship Activation, and media accounts and ensuring client satisfaction.

KNOWLEDGE

REQUIRED:

Comprehensive knowledge of -

- Project Management
- Event Management
- Hospitality
- Sport and/or entertainment

QUALIFICATIONS & EXPERIENCE

REQUIRED:

- Relevant bachelor's degree
- Minimum 3 years of experience
- Must have worked on large-scale Sponsorship Campaigns and Events

JOB CONTEXT

THE SENIOR ACCOUNT MANAGER IS PRIMARILY RESPONSIBLE FOR: Managing and Implementing Sponsorship/Brand Activations & Media Accounts as appointed to you. Duties include but are not limited

CLIENT RELATIONSHIPS:

- Establishing and maintaining relationships with key stakeholders
- Actively participate in client conversations and conduct and control client meetings e.g., take the lead in talks about particular items you oversee.
- Meet regularly with client's teams to plan and progress account activity.
- Gather, share, and act on client feedback on campaign work to build satisfaction, recognition of agency value, and feed credentials/effectiveness award entries.
- Utilize your experience to respond to situations and, where possible, limit the involvement of more senior members of the Client Services team.

STRATEGY:

- Develop an understanding of why creative work has been developed and its relevance to a client's strategy.
- Participate in brand strategy planning workshops.

CREATIVE:

- Assist strategy in developing creative briefs, feeding in research/account/marketing knowledge.
- Brief creative teams in a simple, concise, yet inspiring manner, making sure they are always fully informed of the client's requirements.
- Ensure that the output is in line with the client's brief, Mscsports' standards, as well as all applicable legal and regulatory requirements.
- Present and sell tactical creative ideas and work to clients on accounts that you are managing on a day-to-day basis.
- Challenge client thinking when appropriate, in line with campaign objectives and core creative idea/critique work in a constructive manner in line with the brief.

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SKILLS

REQUIRED:

- Proven Event and Project Management skills
- Budget management experience
- Client Service/ Care
- Planning
- Reporting
- Presentation

PERSONAL QUALITIES

REQUIRED:

- Open and friendly personality – Excellent people skills – You work well in a team and individual.
- A passion for the industry (either sports, events, or hospitality)
- Aptitude to multi-task effectively in a fast-paced environment
- Structured and deadline-driven
- Aptitude to multi-task effectively in a fast-paced environment Strong interpersonal skills
- You want to keep learning, are initiative-taking and disciplined.
- Solutions driven.
- Strategic-operational thinking
- Attention to detail.
- Possess an energetic, outgoing, and friendly demeanour.
- Happy to work on weekends and travel.

JOB CONTEXT

THE SENIOR ACCOUNT MANAGER IS

PRIMARYLY RESPONSIBLE FOR: Managing and Implementing Sponsorship/Brand Activations & Media Accounts as appointed to you. Duties include but are not limited

DELIVERY:

- Demonstrate organizational and time management skills to effectively manage work requirements.
- Ensure account team members are aware of all critical client deadlines to enable them to support you in prioritizing work.
- Take ownership of all accounts within your portfolio, referring upwards when necessary/appropriate
- Assist senior members with the full Client Management Service Portfolio
- Work closely with cross-functional teams to ensure seamless campaign execution.
- Rights Implementation and Leveraging
- Drive operational efficiency and scalability.
- Manage and update project tracking tools (e.g., progress reports etc.) regularly.
- Financial Management – assist in drafting and management of Budgets, Reconciliation, and Reporting
- Take ownership of invoicing, following up on payment
- Risk Management – take ownership of closing off jobs and look at profit margins and financial growth when dealing with client sponsorships and budgets.
- Ensure all financial procedures are adhered to and understand and work diligently on Chase.
- Take client feedback throughout the development process and function as an intermediary between client and agency throughout the sign-off process.
- Supplier management – ensure suppliers deliver to the required standard.
- PR & Media Management and understanding of social media.
- Hospitality
- Assist with ad hoc projects.

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PEOPLE:

- Foster good relationships with all internal departments and cross-functional teams
- Encourage teamwork and effective communication.
- As a senior member of the Client Services team, assist where possible with the coaching and development of more junior members of the team for example, Account Managers, Account Executives and Interns
- Consult senior team members for guidance and support

BUSINESS DEVELOPMENT:

- Play a key role in presenting at pitch presentations.
- Work with other agency members to prepare responses to client requests for information and proposals.
- Spot opportunities for new business and share them with your manager.

MEDIA SOLUTIONS:

- Assist manager in updating and managing material chase lists (fixtures, flighting codes, material submissions, and proof of deliveries)
- Assist manager in ensuring media flights correctly through spot list and post-campaign briefs and checks
- Liaise with suppliers to continuously renew opportunities and the status of existing opportunities
- General filing and administrative support (contracts, mandates, invoicing etc.)
- Accuracy check and analysis of post-campaign data
- Ad hoc administrative tasks