

Position Statement – Senior Account Manager, Aust & NZ

Department

The Studio

Reporting To

National Account Director

Location

Sydney

Role Purpose:

Reporting to the National Account Director, the Senior Account Manager will be an energetic and solutions focussed individual who'll assist in cementing The Urban List as the market leader in branded content by delivering unparalleled campaign results, value creating client service, and productive long-term client relationships with both our Corporate clients and their appointed Agencies.

Key Accountabilities and Key Performance Metrics

The Senior Account Manager will be responsible for:

- Campaign and partnership implementation following company processes and best practices.
- Developing partnership overview documentation and campaign timelines, preparing and leading fortnightly client WIPs and developing daily campaign optimisation strategies.
- Fostering a positive, productive and proactive relationship with our branded content team and external production partners, collaborating to ensure all campaigns meet client and agency expectations and business goals.
- Ensure all campaigns are delivered effectively – on time, on budget, and meeting benchmarked expectations from brief through to launch.
- Delivering consistently excellent account management results – for both the Agencies and our Corporate clients.
- Develop long-term, trusted relationships with your portfolio of clients, consistently striving to identify and cultivate new business opportunities.
- Collaborate with sales to achieve growth and retention targets.
- Forecast and track key account metrics, providing clear reporting on progress to both internal and external stakeholders.

The Key Performance Indicators will be based on:

- Campaign Time V Target
- Client Satisfaction
- Client Retention

Technical Capabilities / Skills:	Technical Descriptors:
Stakeholder Management	<ul style="list-style-type: none"> Ability to foster and maintain long term, productive relationships with both internal and external stakeholders at all levels, including "C" level.
Collaboration	<ul style="list-style-type: none"> Ability to collaborate with a broad range of stakeholders, to innovate and improve business outcomes.
Communications	<ul style="list-style-type: none"> Ability to articulate and present complex ideas simply and effectively
Negotiation	<ul style="list-style-type: none"> Ability to manage customer expectations, negotiate outcomes and communicate to key stakeholders.
Time Management	<ul style="list-style-type: none"> Ability to meet tight deadlines consistent with the objectives of a high performance business unit. Proven ability to manage multiple complex projects at a senior level.
Opportunity Identification	<ul style="list-style-type: none"> As a result of your deep knowledge of the client and their business you will be able to identify new revenue growth opportunities.
Trusted Advisor	<ul style="list-style-type: none"> Your ability to engender trust and credibility with your clients will make you an important source of advice for your customers.

Qualifications and Learning:

- Min. 5 years in digital media account management, with proven success in delivering branded content campaigns for agencies and brands.
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization, including executive and C-level.
- Strong existing relationships with media agency and brand contacts highly regarded.
- Proven ability to manage multiple projects at a time while paying strict attention to detail.
- Experience in managing a team to deliver exceptional results – for the business and for the client.
- Excellent listening, negotiation and presentation skills.
- Excellent verbal and written communications skills.
- BA degree or equivalent

Suggested Development Roles / Potential Career Pathway:

- National Account Director
- Campaign Strategist

BUSINESS COMPETENCIES

Strategic Skills	
Problem Solving	Uses rigorous logic and methods to solve difficult problems with effective solutions, probes all fruitful sources for answers, can see hidden problems, is excellent at honest analysis, looks beyond the obvious and doesn't stop at the first answers
Learning on the Fly	Learns quickly when facing new problems, a relentless and versatile learner, open to change, analyses both successes and failures for clues to improvement, experiments and will try anything to find solutions, enjoys the challenge of unfamiliar tasks, quickly grasps the essence and the underlying structure of anything
Operating Skills	
Planning	Accurately scopes out length and difficulty of tasks and projects, sets objectives and goals, breaks down work into the process steps, develops schedules and task/people assignments, anticipates and adjusts for problems and roadblocks, measures performance against goals, evaluates results
Drive For Results	Can be counted on to exceed goals successfully, is constantly and consistently one of the top performers, very bottom-line oriented, steadfastly pushes self and others for results
Personal & Interpersonal Skills	
Interpersonal Savvy (Collaboration)	Relates well to all kinds of people - up, down and sideways, inside out the organisation, builds appropriate rapport, builds constructive and effective relationships, uses diplomacy and tact, can diffuse even high-tension
Customer Focus	Is dedicated to meeting the expectations and requirements of internal and external customers, gets first hand customer information and uses it for improvements in products and services, acts with customers in mind, establishes and maintains effective relationships with customers and gains their trust and respect
Self-Development	Is personally committed to and actively works to continuously improve him/herself, understands that different situations and levels many call for different skills and approaches, works to deploy strengths, works on compensating for weakness and limits

CULTURAL PRIORITIES

Customer Driven	Understand customer needs. Get it right first time. Reliable, customer ready solutions. Own the customer relationship. Keep our promises. Be courteous and helpful.
Collaborate & Innovate	Be free to innovate. Solutions driven. Creative and passionate. Challenge and inspire. Act as one team. Harness and value diverse ideas.
Winning Culture	Know our competition. Act with urgency. Agility to respond. Empowered to deliver. See the next opportunity. Resilient – Bounce Back. Be the best.

VALUES

7 UP	<ul style="list-style-type: none"> • Curiosity and teamwork makes our dream work. • We bring the best. Always in all ways. • Change is an adventure. • What we set, we get. • Trust is everything. • We care. We contribute. • But first, FUN.
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