

## Marketing Account Manager | Job Description

As a talented Marketing Account Manager, you will confidently and efficiently manage the strategic direction of existing accounts, as well as working with the team on Mzuri projects and business development initiatives, to drive the business forward.

Exceptional project management will be second nature to you enabling you to work closely with clients, our team and external suppliers to deliver from concept to completion. You will embrace the challenge of researching, creating and delivering workable marketing strategies which deliver measurable results.

With a minimum of 5 years' experience, you will have either an in-house marketing or, preferably, agency background with previous experience of liaising with clients, creative and accounting functions to prepare and communicate budget, client approval and work flow. You will need to follow established budgetary procedures and processes, and foster financial efficiencies for clients and for Mzuri. This is a fantastic opportunity to become a key player in the development and growth of our company.

### Skills:

#### Required skills

- Solid working knowledge of marketing communications strategy and implementation, account management, project management and business development principles.
- Experience in managing the delivery of marketing communications through various channels.
- Strong planning and project management skills with experience of managing multiple concurrent projects.
- Experience of copywriting, demonstrating an adaptable writing style.
- Financial and commercial awareness, including experience of setting and managing budgets.
- Experience in new business development, from developing appropriate lead generation networks both in person and digitally, to developing and delivering presentations, undertaking exploratory meetings, proposals, follow up and project delivery.
- Experience in the successful interaction with a team to achieve both client and team objectives.
- Confident, proactive, client-focused attitude with strong interpersonal skills and the ability to motivate and lead.
- Strong organisational and time management skills, with ability to work efficiently under stress whilst maintaining attention to detail.
- Ability to multitask, as you will be managing several projects and clients at any given time. You will need to monitor all activity across the team, ensuring projects are completed on time and within budget.
- Ability to demonstrate innovative thought processes and generate fresh ideas.
- Personal drive to deliver results and value to clients and Mzuri, demonstrating flexibility and willingness to adapt as required.
- Agency experience or knowledge is preferred.
- A CIM qualification is preferred.

## Key responsibilities:

### Existing Clients

- To manage and develop the strategic direction of the accounts assigned to you in line with client objectives.
- Maintain day-to-day contact with clients, attending meetings and producing accurate contact reports within 24 hours.
- Presentation of work to clients, and feedback of actions to creative team, ensuring they are carried out precisely before re-submitting to the client.
- Strategically plan, develop, implement, manage and analyse marketing campaigns and projects both for existing customers and for Mzuri, across a wide range of marketing channels.
- Develop and maintain strong, long-term client relationships, understanding in detail who our clients are, what they do and who they need to share their story with. All of this information, as well as comprehensive client briefs, must be shared with the appropriate team members to keep them informed as things evolve and to deliver the best results.
- Utilise and allocate appropriate team resource to ensure clients benefit from available skill sets.
- Identify and develop new business opportunities with existing clients.
- Liaise with suppliers and our team to ensure delivery of requirements on time and budget.
- Create and maintain schedules of work in progress for using CRM/time management tools and appropriately support all project activity.
- Provide cost analysis in relation to project type, size and complexity to ensure quality control and demonstrate efficiencies.
- Work towards monthly targets and maintain daily awareness of progress towards them; manage and implement ad hoc and month end billing of all client work completed during that month.
- Conduct regular project review meetings with appropriate team members alerting them of key milestones and budget status.

### New Business

- Contribute to and implement business development strategies to achieve annual company growth targets.
- Confidently and positively present Mzuri, tailoring your approach to any audience.
- Support ongoing business development activity, including campaign development and executive, following up new leads, meeting and presenting to new clients and prospects, research, costing, proposal writing, follow up and project management.
- Understand clients' business objectives and propose appropriate approaches to satisfy the strategic and creative requirements of their projects.
- Identify and optimise new business opportunities.

### Team

- Contribute to personal and team development through sharing best practice and collaborating to deliver the best results.
- Ensure optimisation of time and budget through careful briefing and delegation to team and maintain awareness of team workload to make full use of in-house resource.
- Providing additional project support to the team as required.

## Further information:

We offer a stable, fun, hard-working environment in a light and airy office in Liphook, Hampshire.

We work with interesting, diverse clients and are always looking for ways to improve what we do and to learn. We have a flat structure, welcoming ideas from everyone and working collaboratively as a team. There is real scope within this role for growth.

The role is full time, 5 days per week. We are happy to consider a flexible working pattern. Salary commensurate with experience. 28 days' annual leave including bank holidays. Stakeholder pension and childcare voucher scheme available.

## Apply:

### Sound interesting?

Email your CV, with an indication of your salary expectations and why you think you are the one to [katherine@mzuri.co.uk](mailto:katherine@mzuri.co.uk)

Job posted: 11 April 2018

Deadline for applications: Friday 4 May 2018