**[Account Manager / Senior Account Manager]**

**[Job Specification Template]**

***Please note:*** This job specification is as a generic template and does not fully capture the unique requirements and characteristics of an individual company and role. Job specifications are typically tailored to organisations, considering factors such as company culture, values and strategic objectives.

At Reuben Sinclair, we understand the importance of creating personalised job descriptions that accurately reflect a company's ethos and the expectations of the role. We recognise that a one-size-fits-all approach does not convey the nuances and intricacies of individual organisations and the responsibilities associated with the position.

**Benefits of a bespoke job specification:**

1. **Alignment with company values:** A bespoke job specification ensures that the role is aligned with your company's mission, vision, and values. It highlights the unique aspects of your culture and what sets you apart as an employer of choice.
2. **Enhanced candidate attraction and employee retention:** By articulating the specific skills, attributes, and experiences that you are seeking, a tailored job specification not only attracts qualified candidates who share your values and aspirations but also creates a clear promotion pathway that motivates and retains talent.
3. **Improved candidate/employee experience:** A comprehensive and transparent job description establishes clear expectations for potential candidates and fosters an open environment for current employees, contributing to a positive experience for all talent from application to onboarding and beyond.
4. **Supports your Employee Value Proposition (EVP):** A tailored job specification reinforces your EVP by showcasing the benefits of working at your organisation, including career development opportunities, work-life balance initiatives, and unique perks and benefits.

**How Reuben Sinclair Can Help:**

If your organisation requires a customised job specification or assistance in defining its EVP and company values that attract and retain talent, Reuben Sinclair offers tailored services to meet your needs. Our team of experienced HR & Talent Management professionals can work closely with you to create compelling job descriptions (and more) that accurately reflect your company's culture, values, and strategic objectives, helping you attract and retain the best in the industry.

For more information about our services or to discuss your specific requirements, please contact Rohan Shah on [Rohan@reuben-sinclair.com](mailto:Rohan@reuben-sinclair.com)

Job Title: Account Manager / Senior Account Manager

Reporting to: Senior Account Director

Location: Hybrid / London Office (3 days per week)

Salary: Outline salary banding

**The Company:**

Provide an overview of your company ensuring you outline your organisation’s EVP and the values upon which the company operates.

**The Purpose of the Role:**

As an Account Manager, you will be responsible for leading client accounts, developing strategic PR campaigns, and managing a team of Account Executives to deliver exceptional results. This role requires a combination of strong client relationship management, strategic thinking, and hands-on execution.

**Key Responsibilities:**

**Client Management**

* Build and nurture strong relationships as the primary contact for assigned accounts.
* Immerse yourself in clients' businesses to understand their goals, industry dynamics, and target audiences.
* Develop and implement data-driven PR plans that deliver impactful results for your clients.
* Foster ongoing communication through regular meetings and updates, ensuring alignment on objectives and deliverables.

**Strategic Planning**

* Develop comprehensive PR plans tailored to each client's unique needs, target audience, and market landscape.
* Collaborate seamlessly with internal creative, digital, and media relations teams to create cohesive integrated campaigns.
* Stay ahead of the curve on industry trends, competitor insights, and emerging technologies to inform strategic recommendations and proactive client opportunities.

**Team Leadership and Development**

* Lead and mentor a team of Account Executives, providing guidance, support, and feedback for their professional growth.
* Delegate tasks effectively, set clear objectives, and ensure your team delivers high-quality work that meets client expectations and deadlines.
* Conduct regular performance reviews and identify opportunities for skills enhancement and training initiatives.

**Campaign Execution**

* Oversee the implementation of PR campaigns across traditional and digital channels – media relations, content creation, social media, events, and more.
* Analyse campaign performance using key metrics, providing strategic insights and recommendations for ongoing optimisation.
* Ensure all campaign elements and deliverables are executed flawlessly, meeting client expectations and budgetary constraints.

**New Business Development**

* Identify organic growth opportunities within existing client accounts by upselling additional services and solutions.
* Leverage your client relationships and industry knowledge to contribute to new business pitches and proposals, attracting exciting new accounts and projects.

**Knowledge and Experience**

* **Proven Track Record:** You have a demonstrably successful history of managing client accounts and delivering impactful PR campaigns within an agency environment
* **Leadership & Motivation:** You possess strong leadership and team management skills, inspiring and motivating your team to achieve ambitious goals and consistently deliver results.
* **Communication expertise:** You excel in communication and presentations, articulating complex PR strategies and ideas in a clear, compelling, and engaging way.
* **Strategic Visionary:** You're a strategic thinker with a deep understanding of PR principles, the ever-evolving media landscape, and the power of digital trends.
* **Thriving Under Pressure:** You demonstrate a proven ability to multitask, prioritise effectively, and excel in a fast-paced, deadline-driven environment.
* **Tech-Savvy:** You're proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and industry-standard PR software/tools (e.g., Cision, Meltwater).
* **Eligibility & Flexibility:** You have the legal right to work in the UK and are willing to travel as needed for client engagements.

**Benefits**

* A list of all company benefits.

**Equal Opportunities**

We are committed to being an equal opportunity employer, ensuring fair treatment for all applicants and employees regardless of gender, gender identity, age, disability, religion, belief, sexual orientation, marital status, race, ethnicity or any other characteristic protected by applicable laws.