



## Job Description

### Account Manager

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**Job purpose:** Managing relationships with multiple client accounts, pushing the boundaries with briefs to ensure the delivery of projects to the highest standard.

**Reports to:** Client Services Director

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#### Summary

As an Account Manager at LHM, you will work with top level clients in our key accounts. You will need to understand client requirements and objectives and get the best out of your internal team, enabling you to present the most effective solution back to the client.

Getting under the skin of the client is essential, understanding the audience, the industries and the issues. You aren't afraid of challenging clients' assumptions and uncover innovative solutions. You can spot opportunities to grow your clients, with or without a direct brief.

#### Key Responsibilities

- Management of multiple agency accounts
- Working with Production team to ensure all agreed internal procedures are followed in relation to kick off meetings, time quotes, client quotes, KDS's and job scheduling
- Liaising with internal and external supply chains
- Build strong, productive relations with each part of the LHM team to ensure all client requirements are fully met and each project derives optimum profit for the company
- Analyse the business of each client and build strong personal relationships with key personnel, in order to identify new business opportunities and secure incremental revenue
- Spot opportunities and convert to a sales in order to meet targets set for each team member
- Meet regularly with key clients to maximise opportunities to ensure ongoing working relationships. This may involve events and travel outside of standard working hours
- Analyse the business of each client and build strong personal relationships with key personnel, in order to identify new business opportunities and secure incremental revenue
- Developing and maximising client relationships, to create multiple retainable clients, ensuring on ongoing financial agreement
- Be responsible for an allocated budget to invoice on a monthly and annual basis. This can be achieved through current client briefs, or working with the Strategy and New Business teams to present proactive ideas
- Ensuring timely delivery of work in a way that meets and exceeds client expectations and enhances the LHM brand
- Assisting in new business development outside of current clients through research into prospective clients and co-pitching with the New Business Director
- Represent the company at relevant external functions to promote the LHM Brand
- Demonstrate the highest standards of integrity and professionalism at all times

## **Required Experience**

- Previous online experience (ideally within an agency environment)
- The ability to absorb complicated briefs quickly
- Outstanding track record in client services management
- Strong budget management and financial planning skills applied to effective account management
- Excellent communication, organisational and negotiation skills
- The ability to work on several projects simultaneously to the highest standard
- Highly effective interpersonal skills and the ability to build productive relationships at all levels of client management
- Ability to analyse and understand client business and identify new business opportunities
- Ability to convert identified opportunities into new revenue streams
- In-depth knowledge of brand and marketing strategy and tactics
- Highly organised in approach to work and team management
- The ability to think creatively and passionately
- Full UK driving licence

## **Personal Skills**

- Excellent communication skills when dealing with the internal team and third-party suppliers
- Desire to take ownership and responsibility, to see a challenge through to completion
- Must work well either within a team or individually
- Passionate for new trends and technology
- Highly self-motivated
- A good listener and team player who works well under pressure
- Excellent attention to detail
- Flexible and ability to react quickly

## **Benefits**

Our current benefits package (for every employee) includes:

- Training, conferences, and exhibitions
- Annual company social events
- Company stakeholder pension scheme
- Profit Share bonus scheme