

Position Title: Account Manager

Position Reports to: Agency Head

Position Summary: Responsible for managing the delivery of all contracted services to the client on a day-to-day basis.

Position Overview:

- Consults with clients on messaging and overall communications strategy
- Consults with client on strategy and timing of press announcements and placed articles.
- Maintains summary of ongoing projects and reviews/updates in weekly or biweekly teleconference with client
- Assigns writing tasks to agency writers and manages their completion and approval by client
- Reviews agency written work products prior to submission to client to ensure they meet agency quality standards and conform to client's expectations for content and format
- Obtains written client approval of all agency work products that will be distributed to the press or other third parties
- Tracks activities carried out on behalf of client in a project report submitted monthly to agency head
- For clients for whom contracted services include press releases, specifies the appropriate mailing lists and other details of distribution in an up-to-date Press Release Distribution Worksheet
- For clients for whom contracted services include media relations, monitors editorial calendars for publicity opportunities, interfaces with editors to obtain story placements, and maintains up-to-date media contact information in DataSiege.
- For clients for whom contracted services include speaking engagements, monitors calls for papers at industry conferences and drives the paper proposal and final paper submission process to meet conference deadlines
- For clients for whom contracted services include social media, plans and prepares a social calendar of postings and then arranges for postings to be completed
- Reviews press clip compilations prepared for the client and informs the client when they are available for download from the agency Web site
- Works with President and other Account Managers and Account Executives to ensure that client activities are covered during vacation periods or other absences from the office
- Supports wide range of agency projects as requested
- Reports any problem areas to President for resolution

Performance Objectives

- Maintains client satisfaction without requiring intervention of President or Partners in day-to-day management of account
- Identifies opportunities for providing additional services to the client for additional fees

Experience/Skills Requirements

- Able to grasp quickly and explain to others the significance of a new product or technology and its applications
- Able to provide clear instructions and constructive feedback to agency writers and other team members
- Able to understand the market context of the client's business
- Strong writing skills
- Strong computer software skill, especially proficiency with MS Word, Excel, and the Internet
- Understanding of media relations with specific knowledge of and contacts with the media for the markets served

Soft skills

- Team player that works well with others as a leader, provides support and mentoring

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GROUP

- Pro-active in completing planned client projects according to schedules and deadlines
- Pro-active creative thinker of PR strategies and tactics that may be employed
- Good decision maker
- Responsive to client feedback
- Grow/develop skills in communication strategies and client management

Misc. Position Descriptors

- Attend at least one trade show annually for the primary sector in which clients are involved
- Attend annual review meetings at client sites when required
- Attend annual (or periodic) Agency's Corporate meeting.