

Digital Account Manager

Job Title	Digital Account Manager	Reporting into	Digital Group Head
Group	Digital	Management of	Trainee Planner/Buyer

A Digital Media Manager is responsible for the running of one or more pieces of business. Their primary concern should be ensuring best practice in day-to-day management, delivery of work and client service. This involves everything from ensuring clarity around a brief to delivering articulate and insightful analysis while producing innovative and market driven media solutions.

This particular role involves online branding and direct response clients.

Key Responsibilities and Tasks

People Management

- To assist the DGH with the smooth running of a small team
- To act as part of a team ensuring media implementation is undertaken in collaboration with your colleagues
- To sign off all work leaving the team with the DGH
- To liaise with the DGH and aid in training and development of the team, while showing the ability to delegate up as well as down

Account Management

- Regular senior client contact and relationship building
- To implement a strategic approach to a clients business
- Have a clear and concise style of writing plus a confident, persuasive presentation technique
- Co-ordination and oversight of results presentation – ensuring insight and application of knowledge are paramount in order to deliver on client expectations
- Responsible for the quality output of DR, Brand & Brand Response strategy, client results, marketplace information, competitive and industry updates to your clients
- Responsible for sharing results and obtaining information from multiple clients and International MediaCom offices where required
- Full fiscal control of clients online campaigns, including reconciliations and forecasting models in line with agency and client requirements
- Must have a good understanding of how the agency functions and the profitability of accounts etc.

Media Strategy, Planning and Buying

- Ensure MediaCom Digital planning process is adhered to
- Define the role of Digital and articulate online media strategies
- Be proficient in briefing media owners and centralising responses
- Have strong mutually respected relationships with media owners and other MediaCom offices
- Demonstrate the ability to coordinate media selections according to different objective criteria and historical results, showing expertise in planning and buying across a range of buying metrics, in multiple channels.
- Manage analysis and reporting of client campaigns on a daily/weekly/monthly basis, with the support of a small team, including timely delivery of campaign analysis and recommendations, buying reviews and bespoke reporting where required.
- Work directly with clients in order to plan and hit client business targets e.g. CPA, ROI and volume
- Adhere to the Digital team and client specific process while identifying areas of potential development
- Develop an expertise in GroupM and MediaCom proprietary tools for interactive planning and implementation.
- Incorporate testing and innovation in media plans where appropriate, while constantly evolving the offerings to your clients
- Undertaking of media buying, negotiation and achieving GroupM deals as a minimum
- Put strong negotiation skills to good use both with media owners and to coach Trainees in this discipline
- Development of media solutions that deliver the strategies set out by MediaCom Explore and account teams
- A solid understanding of how other media channels operate and the role of online / digital within the wider media mix

Development

- Must be developing a business sense and a commercial understanding
- Development of media innovations throughout all clients within the team
- To help the DGH identify areas of quality control and improvements
- Work with the DGH to monitor client charge rates and service provided
- To shift perspective from media campaigns to how we can drive a clients' business forward
- Understating more about the impact of online channels on a business rather than purely media activity

Personal Skills

- Understanding of people management
- Outstanding attention to detail
- Excellent time management, prioritisation and multi-tasking
- Service focused
- Strategic and implementation skills
- Articulate and confident communicator
- Ability to solve problems
- Excellent listener