

project manager roles and responsibilities

Overview

Account manager works across a number of sectors, including conventional sales materials (b2b and b2c), advertising, marketing and trade show/event planning. For this specific role, we are looking for candidates that have a strong skill set in and experience with digital and interactive projects. Their role is to oversee projects on a day-to-day basis, ensuring that they run smoothly and achieve their potential.

Daily contact with clients is a key part of the job, so good people skills, quick and creative thinking, and occasionally conflict resolution skills are necessary. A very confident and assertive attitude is necessary to promote the agency's ideas and benefits.

Requires co-ordination of internal staff, and external vendor partners.

Typical Activities

- The day-to-day management of clients' marketing and advertising campaigns
- Pro-active leadership that encourages teams to perform to the best of their ability
- Regular communication and liaison with clients at a senior level
- The organization of client feedback
- Collaboration with other Account Managers to effectively plan resources and report to President
- Generating accurate reports and status notifications

- Creating and overseeing project schedule and budgets
- Using your knowledge and skills to push clients, the team and the agency in the most productive direction
- Coordination with accounting staff to maintain timely billing for all projects

Required Skills

- Significant experience in professional client relationship management
- A solid background in advertising, design or marketing
- The ability to plan and strategize at a senior level
- A persuasive and confident approach to client interactions
- Excellent written and oral communication skills
- Effective team management capabilities
- Keen attention to detail and budgetary restraints
- Full awareness of creative processes and techniques - **including digital platforms**
- The willingness to note relevant trends and develop ideas
- This is an office-based role that will require you to spend time in meetings and briefings, as well as staying in close contact with clients. It can be demanding, so real motivation is required to thrive. Working hours will typically be standard office hours; however project deadlines may require longer hours from time to time.