

SENIOR ACCOUNT EXECUTIVE.



Key Responsibilities:

- **Project Assistance** – Supporting Account Manager on delivery of larger projects including taking and understanding brief from client and reinterpreting requirements to brief internal departments. Assisting and taking ownership of the delivery of content solutions eg video, ppt and animation. Completing all job paperwork to defined ISO9001 standards. Supporting onsite as necessary
- **Project Management** – Full responsibility on delivery of small and medium sized projects. Management of all project responsibilities including brief taking, budget control and reconciliation including working to agreed margin targets, briefing internal departments, content development, and client and supplier liaison
- **Content Development** – Taking part in creative meetings as arranged by Account Manager. Organising and facilitating meetings for own projects. Sourcing and briefing external producers/freelance/internal support for assistance in pulling together creative for event/video projects, general project assistance
- **Financial Management** – Assisting Account Manager with quote preparation, budget control and reconciliation. Full financial management of own projects, working to agreed margin targets
- **ROT** – Using ROT framework to determine the effectiveness of events through setting and measuring clear objectives on own projects as well as assisting Account Manager on larger projects. Keeping objectives alive through all elements of the project including pre and post communication. Producing post event ROT report
- **Client Liaison** – Building and developing relationships with new and existing clients. Effective communication through all stages in project life. Negotiating with clients, leading meetings. Taking full ownership and responsibility for own client relationships
- **New Business/Business Development** – attending new business/business development meetings where appropriate with Account Manager/Senior Account/Account Director/Client Services Director. Preparing and presenting client proposals/pitch documentation for smaller projects. Assisting Account Manager/Senior Account/Account Director/Client Services Director with larger scale pitches. Being part of the pitch team where appropriate.
- **Health & Safety** – to complete H&S paperwork as required for each event or liaise with external H&S advisor as necessary. To undertake relevant H&S and First Aid training as and when required
- **CRM** – Responsible for keeping CRM up to date with client and supplier contacts. Updating any notes including supplier rates

TOP BANANA.



- **Company Culture** – Embrace Top Banana values and live and breathe the brand behaviours. Engage with others to maintain and uphold the Top Banana culture. Take an active part in team meetings and activities. Having a voice and sharing ideas.

Skills:

- Good communication skills – ability to communicate to varying levels of seniority
- Organisational skills and attention to detail
- Good stress management
- Autonomous – taking ownership and responsibility
- Flexible – ability to adapt in the moment
- Creative and dynamic – think outside the box, challenge the norm
- Ability to work in a team
- Ability to see projects through
- Computer literate

Core Competencies:

Working Together

- Works well with others both internally with the agency and externally with clients and suppliers.
- Is authentic and honest and earns respect of others.
- Actively participates within team, supports and motivates others.

Communication

- Excellent listener with the ability to gain a full understanding of what is being required from the communication.
- Confident to put forward own point of view.
- Is clear, concise and accurate in both written and verbal communication.
- Good presentation skills – delivers with passion
- Ability to have difficult conversations
- Can do attitude

Problem Solving and Decision Making

- Analyses problems by evaluating available information and resources and develops effective solutions to problems
- Takes ownership and responsibility for decisions and is confident making them

Influencing Others

- States own views with conviction and confidence
- Actively listens and constructively engages in discussion
- Be empathetic to others and understand what motivates them

Planning and Organising

- Excellent organisation skills – ability to juggle multiple projects with varying time deadlines.
- Attention to detail – never missing a trick
- Excellent time management – ability to prioritise and organise tasks
- Shows ability to delegate where appropriate

Financial Management

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- Demonstrates good budget management
- Understands company financial framework and adheres to company policies and rules
- Demonstrates ability to manage cost and resource to deliver best value for clients whilst maintaining margin targets

Initiative

- Successfully completes most tasks independently but is not afraid to ask for additional support when faced with unfamiliar situations
- Proactive and does not need reminders from others
- Identifies and takes action to address problems and opportunities
- Proactive in identifying areas of training that may be required

Creative

- Displays confidence in sharing own views and ideas
- Seeks creative input from others and external influences
- Demonstrates ability to critique work against client brief

Requirements:

- At least 3 years event production experience preferable, ideally in an agency environment
- Experience of content development and how to bring alive messaging in a conference environment
- Experience of internal comms would be viewed as attractive but not essential
- Experience of video production would be useful but not essential