

# SENIOR ACCOUNT EXECUTIVE - MANCHESTER.

We are looking for an experienced Senior Account Executive to join our Manchester team. This a great opportunity to work with a variety of clients including some large brands. We are looking for someone with experience in a Senior Account Executive role and you should be equally comfortable supporting on larger projects or managing your own smaller projects.

## Key Responsibilities

- **Project Assistance** – Supporting Account Director/Senior 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 e.g. video, ppt and animation. Completing all job paperwork to defined ISO9001 standards
- **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 Director/Senior 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 Director/ Senior Account Manager with quote preparation, budget control and reconciliation. Full financial management of own projects, working to agreed margin targets
- **ROI** – Using ROI framework to determine the effectiveness of events through setting and measuring clear objectives on own projects as well as assisting Account Director/Senior Account Manager on larger projects. Keeping objectives alive through all elements of the project including pre and post communication. Producing post event ROI 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** – attending new business meetings where appropriate with Account Director/Senior Account Manager and Client Services Director. Preparing and presenting client proposals/pitch documentation for smaller projects. Assisting Senior Account Manager / Account Director / Client Services Director with larger scale pitches. Being part of the pitch team where appropriate.
- **CRM** – Responsible for keeping CRM up to date with client contracts. Updating notes and ensuring suppliers are graded
- **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
- Great 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

**Requirements:**

- Event production experience in an agency environment, preferably in a Senior Account Exec role already or the equivalent level
- Experience of content development and how to bring alive messaging in a conference environment – preferable
- Experience of working with internal comms/conference events – preferable
- Experience of video production – preferable
- UK travel – you should be comfortable with significant amounts of UK travel at times. There may be occasional international travel as well
- Full UK driving licence/car driver