



# A Wonderful Job Description

Role - Senior Account Manager

Start Date: June 2021

## **Agency Overview:**

Wonderful is an agency that leads digital transformation in user and customer experiences. Our team of UX designers, strategists, developers, creatives and digital marketers take complex digital problems and deliver Wonderfully simple solutions for some of the world's biggest brands. With clients including KLM Airlines, GE Healthcare, RS Components, Mind, HSBC, Diageo and Dreamland there's plenty of exciting projects to work with.

Wonderful has a culture full of energy and aspiration. With collaboration as a core value, we have built a team that blends skill sets, viewpoints and expertise to deliver the highest standard of work that balances creativity and technology through a clear agile, UX framework. We've worked hard to make sure that those working at Wonderful are part of a team doing meaningful work; we even work from our own coworking space, WonderHub, a place built to inspire innovation and collaboration.

## ***Are you a Wonderful person?***

## **Job Description**

We are looking for a confident, enthusiastic Senior Account Manager with a passion for digital marketing and web technology. The successful candidate will be required to work as part of the client services team and will focus upon developing and growing key client relationships for a selection of the agency's marketing and tech clients, as well as developing new client accounts.

The Senior Account Manager and wider account management team are the bridge between our clients and the agency. They are responsible for ensuring that the agency is meeting the client's needs, working with all the key functions that go into creating the agency's digital and tech output. They will deliver account growth by constantly solving problems, managing internal and external communications, and driving projects to completion.

You take responsibility for the delivery of quality digital marketing work that meets the client's needs and addresses their business problems, and must champion that work. You will also



regularly be involved with pitches for new business, approaching these with both a creative and commercial mindset. You will be actively involved in creating campaign briefs from clients and liaising with the project & production team and the wider marketing teams to implement. You will oversee client accounts largely consisting of web design projects & digital campaigns across SEO, PPC, Creative, Content, Social, HubSpot, ensuring that these are completed on time and within budget.

You will need to be a problem solver and a great communicator in order to understand the client's needs and to be able to work in a very fast paced environment. As the main point of contact for these clients, you will be expected to develop the relationship further, ensuring this client maximises results from our digital marketing and web services.

This is a hugely exciting role for a talented Senior Account Manager to develop their skills in a fast growing agency. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

### **Core Responsibilities**

- Leading client accounts within the agency, with overall responsibility for the client agency relationship and overall targets & KPI's.
- Ensuring the profitability and growth of client accounts.
- Identifying, developing and converting new business opportunities with existing and future agency clients.
- Working with other senior managers to generate new accounts where required.
- Working with the client services team to ensure good management of all accounts and production levels.
- Leading and inspiring those outside of the core team, including creative teams and those working on the same account.
- Reporting key financial and team data to the agency's senior leadership team, specifically Managing Director and Strategy Director.
- Maintain records of meetings, decisions and key actions.

### **Required Skills**

- 5+ years account management and/or strategic digital marketing experience in a digital environment.
- Proven client management & account management skills.



- Ability to understand client requirements & goals and identify opportunities to expand on an existing client brief to deliver results from across the digital marketing mix.
- Excellent relationship builder, personable, flexible and persuasive.
- HubSpot experience
- Google Analytics experience
- SEO, Social and Paid Media experience
- Organisation and management of own time and workload.
- Proven New Business ability upselling to current clients and new clients as required.
- Confident, dynamic, ambitious and creative & able to act quickly on new ideas.
- Ability to work under pressure and deliver within deadlines.

## **Remuneration**

Your starting salary is £33,000 – £38,000 dependent upon experience and expertise. A bonus of 2,000 is accrued every 6 months, when we hit a minimum of 90% of our predefined financial targets. Your basic salary will be reviewed at your annual review alongside any KPI's and overall remuneration.

## **Benefits**

The main benefit at Wonderful is working with a great team, in a great environment. We are part of our own coworking / office environment called WonderHub - [www.wonderhub.space](http://www.wonderhub.space) and we have regular events and gatherings.

Other benefits include:

- 23 days holiday
- Hybrid remote / office working
- Flexible hours (upon request and reviewed on an individual basis)
- Company pension scheme
- Ongoing Training & PDP
- Regular team days out & events

## **To Apply**

To apply for this role send your CV and portfolio to [recruitment@bewonderful.co.uk](mailto:recruitment@bewonderful.co.uk)