

Job Description

Marketing Account Manager

£35K-£37.5K DOE + Benefits

Location: Leicester City Centre | Full Time

Summary:

We are seeking an experienced, passionate, organised and dynamic Marketing Account Manager to work across our portfolio of highly complex and multi-faceted regional, national and international projects and a wide array of clients.

This is a varied role responsible for all aspects of marketing across the business as well as account managing a range of clients who represent some of the most prestigious brands in the UK and operate in a diverse spectrum of sectors from technology, hotels and hospitality to defence, leisure and sustainability - to name but a few.

You will be a seasoned marketer with a strong track record of creating and delivering marketing strategies, tactics and campaigns. You are also likely to have had previous - account management experience gained within an agency environment.

You will embody the agency's passion and attitude to get stuck in right from the start, working on in-depth projects from day one, utilising your skills and experience to manage multiple accounts and deliver quality marketing campaigns that create strategic sales opportunities for our company and clients.

No two days at Associate events are the same! We need someone who revels in the challenge and diversity of the agency environment – and shares a passion and drive that matches the ethos, values and 'people specification' of our business. You will play an important part in driving our company and clients toward new creative opportunities and simultaneously help to take our business to the next phase of its development.

Reporting Lines:

Reporting to: Marketing and Communications Director

Responsibilities:

Culture:

- To uphold the company's values and working ethos ensuring your own actions mirror these
- To ensure our four service objectives are met at every step for every project and client
- Aid the business in achieving all its 'key moments' in time and within budget
- Pro-actively nurture and develop our client base in line with the company's business plan
- Work with our supply chain as if they were part of our own business
- To aid in the positive promotion of the company on an external level

Operational:

Marketing

- Responsible for all aspects of marketing for Associate Events and multiple projects across the business
- Creation of effective and innovative marketing strategies and campaign plans that contribute to meeting the objectives of each project
- Delivery of comprehensive marketing activity that drives sales and delivers against project objectives
- Work with the Marketing and Communications Director, Digital and PR teams to ensure that all marketing sits in line with the wider project plans
- Proactive research to identify opportunities to develop targeted local and national marketing activities
- Manage the evaluation and monitoring of all marketing activities, producing comprehensive reports that improve efficiency, reach, client, and audience development.
- Delivery of written copy for marketing collateral across all channels
- Write creative briefs and co-ordinate any graphic design elements required to support the marketing campaigns
- Management and negotiation of any non-digital advertising campaigns, including design, placement, monitoring of impact and maximising ROI
- Manage the delivery of video production and photography to support and enhance marketing campaigns and projects

Account Management

- Responsible for account management of projects and clients, ensuring that wider communications campaigns deliver against the objectives in a timely manner
- Act as the leading interface between the client and the internal teams
- Be the driving force behind the communications campaigns ensuring that projects are managed effectively, kept on track and delivered on time and to an exceptional standard
- Build and manage strong and effective relationships with your clients in order to ensure maximise client satisfaction, ensure they receive value for money and to grow the company business or contacts
- Ensure any communications elements of sponsor and client-related contract terms are fulfilled
- Understand the branding requirements of each project /client and ensure that brand guidelines are followed
- Represent the company at client meetings, presentations, networking sessions and events as required.

Essential Criteria

- A degree or equivalent experience in marketing or related subject
- 3+ years' experience in a marketing role either agency or client side
- Experience of account management and building relationships with clients, customers and stakeholders
- Be able to deliver multi-faced marketing campaigns
- Possess exceptional copywriting skills
- Demonstrate creative and innovative intuition and flair
- Have exceptional management, planning and delivery skills
- Be used to working in a fast-paced environment and be adaptable to change
- Collaborative and eager to build strong relationships both internally and externally
- Willingness to travel to other areas of the UK and work flexibly as projects require (intermittent)

Desirable Criteria

- Experience of working in a marketing agency
- Brand management and market placement experience
- Understand the wider communications channels including digital marketing, social media and PR
- Experience of having worked across multiple business sectors
- Hold a full and valid UK Driving License

Personal attributes

- Creative
- Dedicated
- Ambitious
- Results-driven
- Sense of fun
- Professional

No aspect, words or meanings contained within this Job Description / Advert form any part of a contract or guarantee of continued employment or associated terms between the company and the perspective employee.

/Contextualising the Job Description Above

/ About us

Formed in 2010, Associate Events (AE) is now a market leading events and brand management agency, that offers concept to delivery services in Events, Production, Brand Management and PR – our four pillars of delivery.

Under this suite of services, is a range of support services, including but not limited to, graphic design, social media management, venue sourcing, script writing, marketing, business development and visual design, event administration and technical delivery making Associate Events our clients' full-service agency.

/ Our People

People are our most valued asset. We believe in building a professional team of people with exceptional skills and experience who are dedicated to the success and growth of our business.

We want to select you because your attitude, background, experience, and professionalism will make you a vital player in this team and that you will be able to add great value to the progression of the company.

We recognise that you will aspire to develop and grow in your role and in your career with Associate Events (AE). In this regard we monitor the progress of all team members, ensuring they are given the necessary training and development opportunities, whilst operating an open, transparent and supportive dialogue with our team. We believe in providing a competitive remuneration package and in recognising and rewarding outstanding effort and performance.

We also know that successful teams will thrive when they have a modern, safe, clean, and efficient working environment supported by developing and quality systems. It is a fundamental AE aim to provide this facility.

/ Service Objectives

There are good reasons that our clients wish to use an agency like us. However, we measure our service delivery levels by checking we have met the following objectives:

- Exceeded the clients initial brief and their objectives?
- Enhanced their output beyond which they could have achieved themselves?
- Added value to the project and the client?
- Reduced 'Internal' pressures to allow our client to be free to focus on their vision and their own role?

/ Our Market

As our business continues to grow, form, mould, and shape, we need to understand our market and who are our clients are...

- Our Clients are businesses who deal in both B2B and B2C
- Our outputs are Events, Production, Brand Management, Marketing & PR
- All sizes & scales
- Meaningful objective-led comms and events

/ Sectors

Some agencies work only within niche markets, but as AE has grown, developed and diversified – we have identified that our ‘core areas’ of work fall under the following sectors and we continue to try and concentrate our efforts here:

- Technology
- Sustainability
- Community
- Impact
- Leisure
- Professional Services
- Property and Construction

/ Our People

We are a labour intensive and people led organisation – you are our business and you come first. We spend more time at work in a year than we do at home, and so for us having a team of like-minded people, is not only great for the business, the environment in which we work but also for those that work with us too. We believe that our people persona is reflected in the words below:

- Creative
- Dedicated
- Ambitious
- Results Focused
- Fun
- Professional
- Working to support both AE and our clients alike
- Aiming to add 5 times their salary / 5 times efficiency savings to AE p.a.