

_ Job Description

Senior Account Manager

StrategiQ

Last Updated on 21 Oct 2022

Suffolk

Unit 16, Brightwell Barns,
Ipswich Road, Brightwell,
Suffolk IP10 0BJ

London

Unit 4.01 Soho Works,
TEA Building, 56 Shoreditch High St,
London, E1 6JJ

Midlands

Office 8, 1 Mill St,
Leamington Spa
Warwickshire, CV31 1ES

strategiq.co

Introduction

Formal job title

Senior Account Manager

Place of work

We have offices in London (Shoreditch), Ipswich and Leamington Spa. Whilst we're flexible to day-to-day life, we would need you to be based in our London office at least 3-days a week.

Type

Full Time, Permanent

Line manager

Client Services Director

StrategiQ is an award-winning digital marketing agency and strategic partners for ambitious brands. We design our clients' strategic roadmaps, creating the ideas that deliver results and drive growth. Founded in 2013, StrategiQ is a team of 55+ experts across our three studios in Suffolk, London and the Midlands. Every member of our team has a specialism, but they're all marketers.

_ Our mission is to be the strategic difference

Welcome to the world of us. It's a pretty special place to be. Full of exceptional experts. Good people and big energy. We're not here to tick boxes. We're here to be the destination agency for clients and the critical factor in their success. Helping shape their trajectory through expert insights and skilled execution.

Shoulder-to-shoulder, Getting there together.

_ Our values

- **Courageous** - Always doing what's right, not what's easy.
- **Truthful** - Being honest. Being resilient. Being authentic.
- **Knowledgeable** - Industry experts, pursuing the master of our craft.
- **Limitless** - Challenging norms through infinite thinking.

_ Role introduction

Senior Account Managers within StrategiQ are responsible for ensuring that clients have robust and considered marketing strategies based on the needs of the business. Results-focused, you are commercially aware of performance and draw upon a strong background of marketing expertise to coordinate delivery whilst forging strong and trusted relationships with your clients.

You'll be accountable for ensuring that the marketing delivery team understands the strategy, ensuring that effective work and results are achieved through correct planning and briefs. By meticulously maintaining your client strategies in our work Management software (Scoro) - you'll be accountable for managing your clients' hours and meeting our profitability standards.

Working closely with Account Directors and the Client Services Director, you'll be setting the benchmark for how we build valued relationships with our clients, leveraging all opportunities to grow and renew revenues within your client strategies. As a go-to individual within the agency, you will build strong relationships with our Marketing Delivery Heads-of-Department and work symbiotically to manage client expectations.

As an experienced marketer, you'll be able to leverage the full spectrum of integrated digital marketing channels offered by StrategiQ, bringing cross discipline teams together effectively so that people are excited to play a part in solving client problems.

STRATEGY

Marketing Strategy
Insights
Consultancy

CREATIVE

Brand Identity
UX/UI Design
Video
Animation

MARKETING

SEO
Paid Media
Social Media
Performance Marketing
Email Marketing
Customer Experience Marketing
Content
PR

TECH

Web Development
Digital Transformation
Website Support

5+ years previous agency experience as an Account Manager/Senior Account Manager is desired.

_ Responsibilities & required skills

- Owning the client relationship and serving as the lead point of contact for matters specific to your accounts
- Developing trusted business partner relationships with key clients and customer stakeholders through a solid understanding of their industry trends and unique business challenges
- Ensuring that your clients have a robust and considered marketing strategy with agreed metrics and KPIs based on their business revenue targets and growth aspiration
- Working with the strategy and delivery specialist teams to develop comprehensive client digital strategies and quarterly plans
- Preparing quarterly performance and strategy reports for clients
- Ownership over client issues, escalations or complaints
- To plan, maintain and organise all client strategy delivery within our work management software (Scoro) within the set standards to ensure it is delivered on-time and on-budget without accounts being under or over delivered
- Continually appraising and challenging strategies, offering key insight and rationale to pivot strategies where required when presenting quarterly results
- Developing new business with existing clients and identifying areas of opportunity within your portfolio to meet our agency sales targets
- Support and mentoring of Client Leads / Account Managers to assist and provide guidance on strategies, delivery specialisms and client relationship management
- Confidently organising and leading internal and external client WIPs, preparing structured agendas and following up on actions
- Support the onboarding of new clients whether immediately as marketing-only accounts or from the outset of new website and branding project builds
- To maintain an active awareness of industry trends, emerging tools and technologies along with emerging legislation and economic trends that affect our clients and industry

_ Required skills

- 3-5+ years of relevant client services / marketing experience in an account management role, or similar
- Excellent listening, negotiation and presentation abilities
- Strong professional communications skills with the ability to present and influence key stakeholders at all levels of an organisation
- Exceptional organisation, attention to detail and time management skills, enabling you to manage a broad portfolio of clients and a busy schedule
- Enthusiasm and the confidence to own the role, and grow in a thriving agency
- The ability to question, challenge and understand a client's business plan from a broad range of markets and sectors
- Creation of marketing strategies that include tactics, budgeting and forecasting
- An analytical eye and overarching interest in using data to influence your decision-making; making expert use of industry leading tools, Google properties and spreadsheets
- Confidence in managing expectations and saying no when it's in the best interest of our team and/or the client
- Working knowledge of key digital marketing tools such as (but not limited to) Google Analytics, Google Looker (Data) Studio, Excel/Sheets, Hotjar and Powerpoint/Slides

_Typical week

- **60%** - Direct client account management and strategy
- **15%** - Client Services Training, mentoring and development of processes and standards
- **15%** - Pitches or renewals for existing client strategies and new business
- **10%** - Self development, training and R&D initiatives

_Benefits

- 1-day per fortnight R&D/Training
- Hybrid working from home and our offices in London, Leamington and Ipswich
- Excellent onsite barista coffee and cafe (all offices)
- Inclusive fruit and hot beverages within the office (plus breakfast at London)
- Inclusive gym membership (Suffolk Office)
- Competitive salary
- 15" Macbook Pro, 27" Monitor
- 23 Days Holiday + 3 Days holiday between Christmas and New Year
- Amazing clients across all sectors
- Annual employee awards
- Conference & training budget

StrategiQ is committed to equality of opportunity for all applicants of this role. We are looking to fill this role with a candidate physically based in the UK and within commuting distance of our three offices. Unless invited by a Director of StrategiQ, respectfully no agencies.