

_ Job Description

Client Lead (Account Manager)

Strategiq

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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

Client Lead (Account Manager)

Place of Work

We have offices in Shoreditch London, Ipswich and Leamington Spa. Whilst we're flexible to day-to-day life, we love seeing people in the office so you'll be shoulder to shoulder with the team and clients at least 3-days a week.

Type

Full Time, Permanent

Line Manager

Director of Client Services

StrategiQ is an award-winning digital marketing agency and strategic partners for ambitious brands. We design our client's strategic roadmap and create 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

Client Leads 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 Client Partners and the Client 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.

3-5 years previous agency experience as an Account Manager is desired.

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

_ Responsibilities

- 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
- Supports the Client Director with valuable insight and initiatives for the design and execution of the strategy
- Supports the CD in designing, measuring and reporting on the appropriate metrics and goals as set out in the strategy
- Accountable for maintaining an average 80% feedback score for all clients, and incorporating feedback to improve customer experience
- Has a sound understanding of the business, their products/services and the needs of the marketing strategy to unlock the business objectives
- Accountable to the processes and standards for all allocated client delivery, ensuring that the agreed strategy and tactics are scheduled, completed within the agreed hours
- Reviews client performance data weekly, to ensure an awareness of all channel performance against the pre-set metric maps and performance targets
- Takes ownership over client issues, escalations or complaints
- Provides a weekly reporting summary to clients with approval from the Client Director. Supports the Client Director with monthly and quarterly reports.
- Prepares the agenda, co-ordinates attendees, takes minutes and actions and leads the meeting with support from the Client Director
- Identifies and manages overburn whilst upselling additional time and projects with support from the Client Director
- Contributes to agency marketing activities like blog posts, emails marketing and case study / award writing

_ Required skills

- 3-5+ years of relevant client services / marketing experience in an account management role, or similar
- 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
- Flexible 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
- 20 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.