



## ACCOUNT MANAGER

### BRAND ESSENCE

Ownership.

### PERSONA NARRATIVE

You start each day excited to take on the day's challenges and are ready to prioritize the day and support your team. You're a master at juggling multiple projects and tasks with great attention to detail and planning/organizational skills, all of which build the foundation for success. As the key liaison for our clients, your communication and interpersonal skills are exceptional. You listen with the intent to understand and know that trust is the most essential ingredient in effective client relations. It's the foundational principle that builds rapport and holds all relationships. Your curious nature keeps you current on industry trends to meaningfully contribute and understand your clients and their needs. Your confidence and knack for narrative make you the go-to-expert and your peers and clients know that you will always deliver on your commitment.

### JOB SUMMARY

Reporting to the Group Account Director and working collaboratively with other team members, you will be responsible for maintaining relationships with key clients while owning and being accountable for a broad range of project work and internal functions.

The Account Manager provides overall day-to-day client service and account management tasks to ensure the effective execution of assigned projects, ranging from but not limited to, strategy, retail environmental, communications, graphics, packaging, and marketing design.

### RESPONSIBILITIES

- Act as Account Lead working with senior team members to understand client business/marketing objectives and key target audiences for interactive communication. The Account Manager effectively owns the researching, briefing, planning, and tracking process.
- Participates in development of strategic client proposals, convergent planning sessions and potentially in succeeding strategy development.
- Manages all client deliverables and is responsible for administering and coordinating comprehensive client project plans, timelines, and workflow/budget tracking on an ongoing basis.
- Conducts desktop, topline research for strategic initiatives and provides insights to help inform recommendations.



- Participates in interpretation of insights and documents the final analysis of results.
- Activates, monitors, and assesses Studio team and Freelance support progress.
- Conducts project deliverables QA - proofing and verification.
- Hosts and organizes ongoing project meetings with key internal and/or external stakeholders to advance project deliverables.
- Takes and circulates notes from internal and client meetings as required.
- Coordination of budget tracking, billing, and invoicing process for all client projects.
- Support with client and industry intelligence gathering on an ongoing basis.
- Maintains close contact with suppliers/fabricators and convergent teams throughout the execution process and communication lines open to ensure that the project vision is realized, and client expectations are met.

## SKILLS AND EXPERIENCE

- 4-6 years' experience in Client Services in an Agency environment.
- A University or College degree.
- Knowledge and experience in retail industry an asset.
- Online Marketing/Communications experience, including social media an asset.
- Ability to demonstrate teamwork and effective leadership skills.
- Ability to lead and manage client relationships at senior and junior levels.
- Excellent communication skills. The ability to work seamlessly with clients and build client relationships is critical.
- Strong interpersonal skills, an ability to deal effectively with people at all levels of responsibility, a team builder and participant.
- Trusted to work independently on projects in a fast-paced environment.
- A personality and attitude suited to an intense, dynamic, fun, open work environment.
- Technically proficient with Microsoft Outlook, Excel, PowerPoint, Teams, Project (or similar) and Word.
- Demonstration of exceptional presentation (PowerPoint) and writing skills.
- Proficiency with project/task management systems such as Wrike or Microsoft Planner.