

Job title: Senior Campaign Account Manager
Department: Communications
Based: Midlands
Reporting to: Head of Campaign Accounts Team

ABOUT US

We're a full-service agency, so the campaigns you'll manage will cover everything from conception to delivery and review. You'll lead meetings with clients and your lovely colleagues, including creative directors, researchers, writers, designers and filmmakers. Sometimes you'll also work with carefully selected freelancers. We have all the campaign toys you could want under one roof and work across so many sectors and industries that you'll never get bored.

PURPOSE

Hold the baton and ensure all teams you work with know when and at what level to play their instruments. You will always know where your project is at and where it should be.

With bags of experience and wisdom, you'll be a go-to person, supporting your account management delivery team and being there when they need you. You will manage and direct them to deliver the highest quality level of service that you would naturally expect of an industry-leading, global creative communications agency.

You will work closely with the Campaign Accounts Team Leader and be instrumental in embedding the campaign way of working into your team.

PRINCIPAL DUTIES

- As a senior member, provide support and a clear escalation point for your account management team; an account manager and a junior account manager
- Support the head of campaign account team with your strategic knowledge and experience
- Cascade info appropriately to your project delivery and extended campaign team
- Help a creative director deliver brilliant assets and plans
- Ensure every element of every campaign complies with the brief - any contracts, the client's brand and budget
- You will be able to report on progress at any time
- Make cool, calculated decisions; consult with leaders where appropriate
- Liaise and work closely with the campaign response manager on pitches and proposals

Management, planning, development

- Plan, brief and manage all aspects of production
- Take client briefs and input where you can add value
- Produce creative briefs that are clear with measurable deliverables within agreed budgets
- Present work and costs to client in a confident manner
- Maintain quality control, keep records and communicate and manage roles
- Manage time and calendars, secure signoffs/ approvals
- Improve plans as they progress, when possible
- Manage meetings appropriately
- Own budgets
- Manage third-party suppliers appropriately

- Key in the process of client onboarding, ensuring that the client is aware of the roles and responsibilities of the delivery team
- Be an initial point of escalation for L2 and L3 members of staff within your project delivery team
- Manage and direct the initial client scope of work and service level agreement
- Manage the capacity and resource of all L2 and L3 members of staff within your delivery team
- Have a clear focus on the divisional target, ensuring that all projects are delivered with this in mind
- An impeccable level of attention to detail (see what we did there?!)

Support colleagues and assign roles

- Recruit and manage the right team members for each job
- Support campaign account lead with leads to grow campaign offering
- Share projects with key account managers and global sales team to increase awareness of the Campaign team and its offering
- Inspire account management team
- Keep learning
- Lead update meetings
- Maintain meticulous records, including budgets
- Manage and report risk
- Manage budgets, including profit margins
- Look for all opportunities to increase profit margins
- Upsell campaigns to include other **DRPG** departments
- Manage admin duties

This list is not exhaustive and you will be expected to work flexibly and undertake other such duties as the management may, from time to time, reasonably require.

EXPERIENCE

- Five years similar experience working at pace, delivering professional campaigns across all channels
- Brilliant with people
- Great software skills
- Relevant knowledge

SKILLS/ CHARACTERISTICS

- Know what to do from the get-go
- Motivate those around you
- Possess a commercial mind set
- Be highly organised
- Speak and write with aplomb
- Be flexible, win the confidence of others, support those you work with
- Be logical, methodical and detailed
- Passionate
- People person – Campaign is **one** team

OTHER REQUIREMENTS

- Ready to travel wherever
- Full, clean drivers' licence
- Willing to work flexibly

DATA SECURITY

At all times you must work within the guidelines set out in the **DRPG's** Information Security Policy and your Employee Confidentiality Agreement. Failure to do so may be treated as gross misconduct.

HEALTH & SAFETY

At all times you must work within the guidelines set out in **DRPG's** Health & Safety Policy and Employee Manual.

FURTHER NOTES

The role will be based primarily in our Worcestershire head office and will require regular travel to other office locations. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.

THE COMPANY

Established in 1980, we're one of Europe's most experienced and largest fully integrated, award-winning communications agencies. From the strategic communication consultancy to our complete in-house production facilities for digital media, video, events and print, we deliver to companies of all sizes that span a wide range of markets.

The **DRP Group** is an equal opportunities employer.