



BRAND LEARNING

Client Account Manager

Detailed Responsibilities

Client Development:

- Lead smaller capability projects and workstreams with support from Directors
- Support Client account teams in programme development, delivery and overall project management
- Create project scopes on own initiative
- Manage own project financials independently and support the financial management of larger client programmes
- Collate, analyse and interpret information and produce high quality, well structured, professional reports
- Conduct research interfacing with client stakeholders where necessary
- Develop session designs and high quality learning materials, including building compelling case studies for company wide application, energisers with guidance from Directors
- Lead the development of the 'Look & Feel' for programmes (with supervision) ensuring compliance with Brand Learning/client brand guidelines and Visual ID as relevant
- Direct support team to ensure smooth and effective implementation of key initiatives
- Capture key learnings from projects and develop recommendations for client service improvements ongoing
- Attend regular client meetings and drive necessary actions

Business Development:

- Implement Client Development disciplines on all client business
- Contribute proactively to new knowledge/ IP development
- Help shape our agenda in becoming the recognised international leader in the field of building Marketing Capabilities

People Development:

- Lead, inspire and motivate project teams for smaller projects
- Provide personal support to team members and peer group
- Contribute towards a positive and supportive team spirit

Candidate Profile and Key Attributes

- A graduate or of graduate calibre
- Blue chip background with managerial marketing experience at the level of Brand/ Account/ Project Manager
- Experience across a number of marketing areas i.e. Insight, Marketing Strategy etc
- Proven track record in project planning and execution
- Demonstrate an understanding/appreciation of how to manage clients effectively
- Experience across industry sectors and/or breadth in consultancy is ideal, but not essential
- Strong conceptual and analytical thinking
- Strong communication and facilitation skills
- A passion for brands and the development of people
- Pro-active in their approach. A self starter
- Responsive, inclusive management style
- Bright, intelligent and inspiring
- Passion for quality and highest levels of service
- Innovative (creative, able to challenge, improve)
- Positive, energetic team player
- Compassionate, sensitive and totally trustworthy