

Job Title: Comms Account Manager
Department: Comms
Based: Hartlebury
Reporting to: Comms Account Director

REMUNERATION

Agreed as per contract of employment.

Bonus & pension contribution scheme as outlined in your contract of employment.

PURPOSE

You will facilitate and project manage predominantly education-focused campaigns, as part of drp's wider communications offering. This would entail both internal delivery team management, and client facing responsibilities; facilitating the delivery of integrated comms campaigns, from conception and planning through to development, delivery and review.

You will work alongside alongside Creative Directors, Writers, Designers, Filmmakers and other agency skill-sets to ensure all work to an agreed project plan.

Service is critical to our education offering, and therefore you must be adept at client management, whilst responding internally and externally to client requests, including resourcing, managing progress against KPIs, ownership of meetings / project plans, meeting management and continuous improvement.

You will work alongside the Comms Account Director to make key decisions on all wider account related enquiries, as well as ensuring compliance to any existing contracts and brand guidelines.

PRINCIPLE DUTIES

COMMUNICATION / GENERAL ATTRIBUTES

- To act as the single point of contact with the client for all aspects of your projects, unless otherwise instructed to do so by the Comms Account Director or Creative Director
- Work with the Creative Director to manage the creation and delivery of campaign assets, content and delivery plans, and to effectively coordinate and support teams in the delivery of campaign projects
- Provide the highest level of communication to internal and external clients, both verbally and written
- Clearly communicate specific actions and requirements to internal and external clients, including the production / preparation and supply of relevant supporting materials
- Provide a flexible and adaptable approach to work, moulding to and influencing client ways of working. Supporting internal teams / personnel in delivering
- Logical and methodical approach to work, with a high level of attention to detail
- Work efficiently and effectively under pressure, ability to use own initiative and make calculated decisions regarding specific projects, consulting the Comms Account Director or Creative Director as appropriate

CAMPAIGN MANAGEMENT, PLANNING AND DEVELOPMENT

- Co-ordinate workflow and quality of work with the Resource manager, Comms Account Director and other drp teams as appropriate, planning all aspects of production
- Obtain / produce / supply relevant departments with detailed briefs, content and all relevant information in advance of work being undertaken
- Ensure time is scheduled in to production calendars, and is adhered to, and ensuring outputs are in-line with contracts, SLAs, brand guidelines and client's expectations. Follow correct internal approval processes are adhered to prior to consultation with client / external party
- Oversee all campaign activities, cascading knowledge and helping departments to understand client's way of working and sharing information that may support in the delivery of any service
- Drive continuous improvement and regular review of projects internally and externally
- Produce detailed project plans, keeping accurate records of project/campaign activity and updating clients as appropriate assigning actions and deadlines both for internal and client use
- Drive regular campaign meetings within the business providing updates to key personnel
- Constantly monitor the progress of the project ensuring it does not fall behind budget or KPIs, negotiate where necessary, ensuring all involved are kept abreast of any changes, influences that may impact on the overall delivery
- Take ownership and actively manage assigned budgets whilst effectively influencing and negotiating with internal and external parties, working in partnership with **drp**finance to ensure best value and delivery against prescribed service level agreements
- Control, negotiate with and efficiently communicate expectations and requirements with all 3rd party suppliers ensuring best value, service quality, items are fit for purpose and project specific information and accurate briefs are relayed

SUPPORT OF DRP TEAM & PROJECT SPECIFIC ACTIVITIES

- Work alongside production teams to identify the support required for each project, offering guidance and support in delivery, sharing knowledge about the campaign and ways of working that will help them to deliver to the standard required
- Keep up to date with Project Management operational practices to make sure these are incorporated in to the campaign way of working where relevant
- Take the lead project role on the weekly update meeting for Comms Clients/projects in the pipeline as required and participate fully in the Comms team meetings
- Day to day support including research, client management, all documentation from meetings, budget and financial reports, monitoring and regular updates
- Ensure any risk or campaign issues are escalated to the Comms Account Director

CONTRACT COMPLIANCE, CONSISTENCY & GOVERNANCE

- Drive compliance in line with client's contracts and campaign service level agreements (SLA)
- Develop processes, procedures and reporting that work to ensure compliance against the contracts and SLAs
- Implement and monitor processes and procedures around the business ensuring compliance
- Ensure internal and external brand compliance. Keeping resources up to date and available to all

FINANCE

- Solely responsible for all aspects of individual project budgets, constant updating and control ensuring Gross Profits are achieved. Effectively negotiate with internal and external parties to ensure Best Value and projects are delivered within budget and where possible exceeded
- Raising purchase orders for all department / project and ensuring accurate records and financial procedures and practices are adhered to
- Obtain documented sign off from client on all aspects of budgets, from initial acceptance through to confirmation for all additional spend thereafter
- Produce all final invoices and obtain sign off / acceptance from the client. Ensure any commissions due are invoice and obtained accordingly

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

- Ideally some experience of working in an education and/or a communications environment
- Knowledge of the education sector and market is preferable
- Client management and liaison
- Project management capabilities including project planning, budget management and high proficiency across all MS Office applications, in particular Excel
- Practical knowledge of current tactical marketing and communications practices and implementation

SKILLS

- To have an understanding of comms and integrated campaigns
- To work on multiple projects
- To work under pressure and to tight deadlines
- To have good organisational skills and to provide an adaptable approach to work
- To work well independently and as part of a team

CHARACTERISTICS

- High attention to detail
- Complete passion & commitment to achieving excellent results
- Excellent interpersonal skills
- A can do approach and attitude and the ability to use own initiative

OTHER REQUIREMENTS

- Able to travel throughout the UK and overseas if required
- Driving licence
- Willing to work outside normal office hours when required

DATA SECURITY

At all times you must work within the guidelines set out in the **drp** Information Security Policy and your Employee Confidentiality Agreement. Failure to do so will be deemed as gross misconduct.

FURTHER NOTES

The role will be based primarily in our Worcestershire head office. There will be times when this role will require you to work from the company's other offices. 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.

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

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 & print, we deliver to companies of all sizes that span a wide range of markets.

***drp** is an equal opportunities employer.*