



OPPORTUNITY FOR ENGAGEMENT

A Kenyan start-up Business Advisory and Integrated Marketing Communication Agency (IMC) seeks to recruit an Account Manager – Intergrated Practice to collaboratively work with teams to grow the business

The Role and Job Title; Account Manager – Integrated Practice

Reports to; Account Director or as assigned

The Account Associate Manager (AM) ensures that client satisfaction is maintained by strategically planning and providing day-to-day implementation and management of client projects. The Account Manager works closely with client contacts and agency team members to ensure that the client's communications requirements are identified, and appropriate solutions are recommended, planned, budgeted, and implemented accordingly.

The Account Manager carries out and supervises public relations, creative, digital executions programs for clients accounts. The role is for a self-driven, strategic thinker, energetic, creative, insightful person. This role also requires you to be enthusiastic & passionate about integrated marketing communication.

Skills + Competencies

- Over 7-8 years of full-time experience in public relations, account management or client service (at least 5 years of agency experience).
- Must be experienced working across several projects simultaneously, able to multi-task work to meet client deadlines by setting priorities and utilizing good judgment.
- Must have strong skills in research and analysis as well as experience in developing communication strategies and execution plans, editorial content writing, digital strategies and content plans.
- High business acumen, adaptive, confident and a strong team player with excellent communication-written and spoken, as well as strong negotiation skills.
- Proven ability to accurately develop and manage budgets and revenue targets.
- At least three years of experience managing/mentoring interns and junior level staff.
- Must have a Bachelors degree in Public Relations & Communication or Marketing or similar from a recognized institution.
- CPR /CIM, Customer Service/ Marketing/ Project Management/ will be added advantage.

Responsibilities/People

- Responsible for building quality process and standards for the agency teams to ensure client's deliverables are achieved.
- Maintains rapport with clients with the proactive foresight on client needs and potential opportunities, to proposing creative solutions that meet their needs.
- Contributes to the development of new business proposals and presentations.
- A team player and leader in providing leadership to junior team members for implementation of client campaigns, ensuring public relations content and creative output is of high quality and on strategy.
- Participates in research activities and prepares proposals/presentations in support of new business efforts.
- Spearhead development of content for dissemination on mainstream and digital media channels
- Builds strong relationships with internal, external stakeholders as well as clients within their portfolio.



Zenith East Africa Limited

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Consulting

- Supports the various business teams in providing strategic communications solutions for clients and is able to manage multiple accounts without much supervision.
- Demonstrates clear understanding and interest in client's business, creative and strategic thinking, Tracks industry trends and offers new ideas.
- Supports the agency and client in compiling and entering a team for industry awards.
- Has industry, stakeholder and media contacts and utilizes them to support the clients.
- Builds a strong network, expanding media, stakeholder and industry contacts.

Information portal

Email; hr@zenitheastafrica.com

End.