

Quick look

Role title Account Manager
Reporting to Business Unit Manager
Date April 2022

Who we are

We're a team of highly trained, award-winning programmatic digital specialists. Over the past decade we have introduced over 30 new technologies to the NZ market – many first to market!

It started by being the first multi-platform provider - to now having developed Aladdin which is our own proprietary machine learning, smart buying platform. This exciting development in performance advertising links data to media decision making using dynamic complex datasets.

Ambition

We are committed to significantly increasing our client's profitability by activating their hidden marketing potential using the best tech, our best people and the best use of their data.

Our staff are exceptional at working, learning and growing new skills and capabilities. All staff strive to pass this on to clients - for excellence in client data analytics, insights and performance. This empowers them to unlock significant client value, going well beyond just achieving client business goals and justify our high margin partnership.

Our Mission

Our 10-year mission is to liberate digital advertising, data, reporting and performance. Boiled down to the basics it's - the right message, the right target, the right time, the right place – and the right cost!

Your role

The role of Account Manager plays an important part in the servicing of clients and facilitating the smooth delivery of campaigns. Assisting the Business Manager to service and manage client relationships, the role requires working directly and liaising with both value and transactional clients; campaign planning, strategy and briefing; facilitating set up and performance; reporting and analysis to clients.

Client coordination	<ul style="list-style-type: none"> Assisting the Business Manager in the servicing of value clients and client relationship building Processing of client sales and service agreements Managing, updating and confirming bookings through our media software system - AdteamPro Working alongside the Business Manager to attend client meetings to become conversant with their role.
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Acquire – Confidential

Note: Here's the fine print. This position description is intended only as a general guideline of key responsibilities and measurements. Acquire reserves the right to amend or change the position description as it deems appropriate to accommodate the needs of the business.

	<ul style="list-style-type: none"> • Providing a high level of client service and enthusiasm for both external and internal clients • Demonstrating a high service standards and prompt response times
Campaign administration	<ul style="list-style-type: none"> • Assisting the Business Manager with planning and strategy for value client briefs • Monitoring the performance, optimisation and reporting of campaigns • Providing client insights through analysis and insightful reporting • Assisting The Business Manager in workflow management, WIP meetings, team deadlines and resource planning and performance meetings • Monitoring and reporting of all campaign KPIs vs targets via the Datorama Dashboards or other reporting methodology • Maintaining the unit's ASANA workflow management where required • Ensuring campaign reporting happens on time and in a timely manner • Proactively looking for client initiatives and adding value to the client relationship
Team support	<ul style="list-style-type: none"> • Assisting the Business Managers with adding client value to campaign proposals and pitches • Responding to client briefs as required with campaign proposals, campaign reporting and insights
Standards & processes	<ul style="list-style-type: none"> • Actively contributing to improving Acquire's client servicing processes to enhance our customer experience and grow our client base.
Emerging technology & continuous improvement	<ul style="list-style-type: none"> • Committing to individual learning and development plan. • Undertaking training to ensure understanding of both client servicing/agency relationship building roles as well as the programmatic buying and campaign optimisation process • Identifying opportunities for innovation. • Keeping abreast of related industry technical developments and trends.

Your work and skills.

The knowledge and experience required in your role.

Key performance measures

How do you know you are successful in your role?

- Goals and KPIs are defined and agreed upon annually.

Client coordination	<ul style="list-style-type: none"> • Positive client feedback • The BU's client base is retrained, grown and extended
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Campaign administration	<ul style="list-style-type: none"> • Campaigns are optimised and over deliver on KPIs • Campaign reporting happens on time with valuable client insights
Team support	<ul style="list-style-type: none"> • Proposals are submitted on time and to a high standard • Quality planning and strategic recommendations • Quality and timely reporting and insights
Standards & processes	<ul style="list-style-type: none"> • Evidence of client service improvement • Complies with and follows agreed processes
Emerging Technology & Continuous Improvement	<ul style="list-style-type: none"> • Learning the basics of programmatic buying, platforms and understanding of Performance Management • Commits to and completes learning and development plan

Competencies

<ul style="list-style-type: none"> • Excellent communication skills • Problem-solving • Planning and organising • Attention to detail • Computer literacy • Audience targeting, planning and strategy 	<ul style="list-style-type: none"> • Client/Relationship management • Collaboration • Professional • Audience planning and media strategy • Strong numeric competence • Data analysis
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Expertise

- Relevant tertiary qualification (e.g., marketing, commerce, technology or business)
- Work experience in digital marketing or media with an understanding of full-funnel digital marketing and the media landscape
- Computer literacy, with sound knowledge of Microsoft Excel and ideally with experience using software like AdteamPro & ASANA
- The ability to effectively communicate complex and technical information to different audiences
- Confident in presenting to others
- At least 2 years Client Coordination, Client Executive and/or Junior Account Manage experience
- The ability to develop effective relationships at all levels in customer organisations.
- Experience with data analysis and reporting.
- Excellent client service and communication skills.

Working relationships

- ACQUIRE team
- Customers
- Outsourced advertising agency
- Vendors

Limits of authority

- This role has no direct reports, budgetary control, or purchasing authority.