

## Job Description

**Job title:** Client Account Manager

**Division:** Client Delivery

**Report to:** Client Services Director

**Salary:** Up to £28,000 per annum depending on relevant experience

**Location:** Head Office, 14 Berrymoor Court, Northumberland Business Park, Cramlington NE23 7RZ

**Working hours and contract:** Full time and permanent position 37.5 hours per week (flexible hours an option, and can also consider part time hours)

**Deadline for applications:** 29th February 2024

### Background to company

We are Horizon Works... An international B2B marketing agency. We work with ambitious and fast-growing innovation and technology led manufacturing and engineering businesses that are creating solutions of worldwide importance. We help them tell their stories in clear and compelling ways, reach global audiences, and deliver marketing campaigns that are data driven, sales focussed and accelerate growth.

We lead with strategy and insight to drive your business goals and deliver campaigns that are fully integrated across marketing, PR, communications and digital. We've worked with some incredible manufacturing and engineering clients over the years operating across a range of complex industries including automotive, defence, technology, energy, life sciences and chemicals.

### Our culture and values

At Horizon Works we focus on developing marketing careers and we have a strong team ethic embedded into our business culture. We have the perfect blend of individuals who have different backgrounds, skills and personalities and who all live and breathe our culture, values and ethos. We also all have one thing in common – a passion for delivering outstanding marketing – and this shows when we pull together to deliver client work and generate results.

Our values are at the core of everything we do as a team and this is what makes it a fulfilling place to work, and why our clients love working with us. The core values that drive everything we do here at Horizon Works are:

- Collaborative working - as a team, with our clients and with our industry partners.
- Subject matter experts - a deep industry knowledge of the manufacturing and engineering sectors, as well as all areas of marketing!
- Do things with passion - we love what we do and who we work with and have a passion for the manufacturing and engineering sectors.
- No-nonsense approach - we're straight forward, open and approachable and keep things simple!
- Always innovating - in everything we do.

**Client Account Manager January 2024**

We also have a **Good Vibes Culture and Community Programme** which is made up of monthly activities that we're doing as a team to promote and generate positivity both internally and externally.

**Please see below the full benefits package.**

### **Main purpose of job:**

The client account manager will be responsible for the management of a portfolio of clients and the delivery of their work. Specifically, the purpose of this role is to:

- To manage client accounts and ensure plans and work are delivered to deadline, budget and KPIs.
- To create additional sales opportunities with your clients.
- To build and strengthen client relationships to achieve long term partnerships.

You will also act as an ambassador for Horizonworks, representing the company in a range of activities, events and initiatives.

We are looking for a marketing professional has a passion for managing clients and their campaigns – and delivering results. Horizon Works is a fast-paced and dynamic environment. Our team are specialists in all areas of marketing and are passionate about delivering the best results for our clients.

### **Core responsibilities include:**

#### **Client management and delivery (50%)**

- Act as the main point of contact for clients, address their needs and concerns as quickly and effectively as possible.
- Work with the team to develop strategic marketing plans and ensure KPIs are being met
- Liaise with clients to scope and agree marketing campaign requirements.
- Collaborate with the team to deliver integrated marketing campaigns for clients.
- Create work/project schedules with clear milestones for delivery.
- Build and strengthen client relationships to achieve long-term partnerships.
- Monitor and review client projects and provide update reports.
- Maintain accurate client records, keeping track of any contract updates and renewals

#### **Create additional sales opportunities with your clients (25%)**

- Develop a thorough understanding of our products and service offerings to better upsell and cross-sell to clients.
- Convert project-based accounts to retainers and grow clients so they benefit from our full-service offering.
- Understand our pricing for services across the business.
- Support in the creation of estimates and proposals for clients.
- Create client plans on how you will grow and develop each of your clients.

#### **Marketing support (20%)**

- Conduct market research activities for clients (market, competitors, customers) which will be fed into their marketing strategies.

- With the team, develop marketing strategies for clients which include positioning, messaging, branding, segmentation, buyer journey etc and a fully integrated marketing plan (cross platform).
- Deliver some aspects of client work – depending on your area of marketing specialism.
- Monitor the effectiveness of campaigns and reporting on marketing activity.

#### **Other (5%)**

- Represent the company in a range of internal and external activities including networking, events, client meetings, prospective client meetings, trade shows, exhibitions and events at our HQ.
- Continuously keep ahead of marketing trends and share new ideas.
- Establish and maintain a programme of personal development in marketing/PR.

#### **Education and formal qualifications**

- Qualified to Degree level with relevant industry experience in marketing, ideally more than 3 years.
- Agency experience and managing client accounts is essential.

#### **Work experience/background**

- Experience in marketing including both traditional and digital media.
- Experience of managing clients and their marketing campaign requirements.
- Experience in developing client plans and reporting on KPIs.
- Experience in building long lasting and strong relationships.

#### **Specific skills, aptitude, knowledge**

- Strong understanding of marketing and the principles of marketing strategy.
- Excellent copywriting and proofreading skills.
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues, clients and partners.
- IT literate and willing to learn new technologies.
- Team worker and flexible.
- Ability to work under pressure and meet tight deadlines.

#### **Key attributes**

- Self-driven, results orientated and a clear focus on high standards and business performance.
- Excellent communicator (written and verbal) with an exceptional eye for detail.
- Project management, literacy and numeracy skills and the ability to prepare accurate quotations and proposals.
- Understands the principles of marketing.
- Ability to understand and translate technical information into user friendly language.
- Able to demonstrate excellent client care and manage their needs and expectations.
- Responsible, accountable and determined to succeed.
- Passionate about marketing and delivering a high-quality service.

**General**

The content of this job description is not exhaustive and there will be an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business and in accordance with the overall business strategy.

**Interested?**

Send your CV and covering letter telling us why you want to work with Horizon Works to [hello@horizonworks.co.uk](mailto:hello@horizonworks.co.uk)