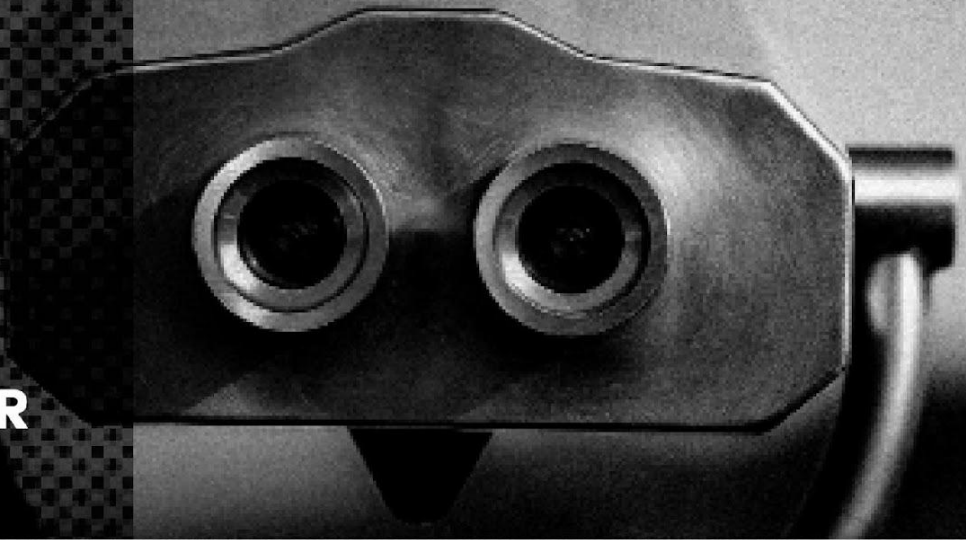


THE
**CREATIVE
COPYWRITER**



CREATIVE COPYWRITING AGENCY LOOKING FOR...

A CHARMING SENIOR ACCOUNT MANAGER

Hello, you.

How's the job hunt going?

While we're sure you're loving every painstaking beautiful moment...maybe, just maybe it's coming to an end.

We know you're probably picky. We also know you're likely to be shopping around.

But that's a good thing from where we're sitting. Our growing team is made up of people who happily chose us...and vice versa. A mutual choice, if you will. (FYI - we're pretty picky too).

And now we're looking for an experienced, charming Senior Account Manager to come in and join a fast-growing team of exceptional people who own their shit.

QUICK INTROS FIRST?

We're The Creative Copywriter.

With years of rapid growth under our belt and world-leading content strategists at the helm, we've earned our stripes as a leading content, copywriting and strategy powerhouse.

And while we might not be a huge agency in terms of team size, we've always managed to be incredibly profitable, offering our team a super-high level of job security (with loads of reserves in our bank and not one single furlough during COVID - just putting that out there).

WHAT WE BRING TO THE TABLE:

- We treat you like adult human beings – no micromanaging in sight. In fact, we have a non-hierarchical structure so you won't have a line manager breathing down your neck.
- We practice a healthy work/life balance (yes, actually). If you're still working at 6pm (or 2pm on a Friday), we'll kindly ask you to stop working, NOW.
- You'll join a team of people who genuinely have each other's backs. No mean finger pointing. When an issue crops up we solve it together without blame in an "oopsie" meeting, where we figure out how to preempt future hiccups by adjusting the process (everything can be solved through process!).
- Our onboarding process is as smooth as Idris Elba. You'll have all the info you need in guidebooks and welcome packs so you never feel lost. We've got you.
- We have a steadfast flexi-working setup and that's not going anywhere. It's here to stay.
- No crazy deadlines. No stressed-out bosses. We prefer chickens with their heads on.
- A London (Greenwich) office above a famous comedy club, with an adjoining "Creepy Room". Intrigued? You should be.
- The chance to work with star brands like Panasonic, Thomson Reuters, Mercedes-Benz and Krispy Kreme.

A BIT ABOUT YOU:

You'll need to be a 'people person' and a real charmer in order to build strong, personal and long-lasting relationships with clients – with the aim of growing clients' accounts. Yep, that means you'll need to be quite sales-oriented too. You'll also need an in-depth, strategic, understanding of content and digital marketing, so that you can offer the best advice to clients (and the team).

You should be great with written communication, as you'll be expected to write creative briefs. And, finally, you'll need experience with running budgets and invoicing.

ROLE RESPONSIBILITIES:

- Own the 'client success' process and lead on client relationships within your pod (AM+PM)
- Work with the strategists to provide added value and best possible results for clients
- Work with the project manager to keep clients happy and projects running smoothly
- Calling, meeting, entertaining and fostering close relationships with clients
- Proactively explore opportunities to expand existing clients' spend
- Carry out all new work/quoting discussions with your clients on an ongoing basis
- Scoping, commissioning creative teams and briefing for large-scale, complex projects
- Managing multiple complex clients simultaneously using strong problem solving, people skills and organisational abilities
- Handling all initial briefing for new projects

- Ensure client satisfaction, solve all client issues and make sure all project elements align with the overall creative vision and objectives for your pod's projects
- All finances, managing and forecasting budgets for your pod's projects
- QA and support the work of other pods' account managers and other project stakeholders.
- You should be able to inspire creativity, foster collaboration, resolve conflicts, and provide clear direction to clients and team members.
- Assistance to the MD with invoicing and credit control
- Work with the MD and the rest of the Client Services Team to improve processes
- Think in 'money terms' and own the commercial success of your clients' accounts, aligning the project's objectives with broader business goals and effectively communicating the value of creative projects to the team and clients.

ESSENTIAL EXPERIENCE:

- At least five years of experience working in a creative/marketing/digital agency, as an Account Manager and Senior Account Manager
- A thorough understanding of digital marketing
- Proactively fostering relationships and 'opening doors' to new opportunities and departments within large-scale companies
- Demonstrating excellent communication and negotiation skills with a proven track record of proactively growing and expanding BIG client accounts
- Running budgets and invoicing
- Developing and implementing strategies for growing BIG client accounts
- Briefing a creative team
- Implementing/running a client NPS (or other client satisfaction methodology).
- Identifying and managing project risks, and developing risk management plans.
- A solid understanding of the creative process and a background in a creative field (such as design, marketing, advertising, or content creation) is crucial
- Excellent working knowledge of GSuite and Microsoft Office
- Experience using Xero (an advantage)
- Have worked on several budgets at a time (an advantage)
- Knowledge/ experience with copywriting (an advantage)

PERSONAL SPECIFICATION:

- A true people person and a team player
- Charismatic and charming
- Excellent written and verbal communication skills
- Strong analytical, numbers and attention to detail skills are required in order to scope, re-scope, run budgets and invoices for large-scale, complex projects with changing and evolving needs and requests
- Hardworking, persistent, and dependable
- Sales-oriented
- Commercially driven and adaptable to clients' needs
- Positive and enthusiastic

- Empathy and leadership skills needed to provide guidance, mentorship, and feedback to fellow Account Managers and team members.
- Good with technology
- Organised and detail-oriented
- Able to think strategically and advise clients of the best solutions for them 'on the spot'
- Interested in personal development

THOSE DETAILS YOU SCROLL DOWN FOR:

- Full-Time hours. £40-45k a year, depending on experience
- London-based preferred - we're right next to Cutty Sark DLR
- 2pm finish on Fridays
- Work from home Mondays and Fridays and flexible working hours (generally flexible all round and happy to negotiate further flexibility)
- 0% interest employee loan policy
- Enhanced paternal and maternal leave
- 26 holiday days a year + bank holidays + length-of-service holiday entitlement + one celebration day off a year (for birthdays, weddings, etc.)
- Office closure for the Christmas holidays (on top of annual leave days)
- 24h GP service and Employee Assistance Programme
- 'Work from home' policy during January and February (if you like)
- Allocated personal development budget and a mentorship scheme
- Rewards Gate app including discounts, financial advice, etc.
- And so, so much more

If you think you just might be the perfect fit for this role, please send your CV and covering letter (or, preferably, a short video) telling us why you're the right person for the job to lissette@creative-copywriter.net

Feel free to also contact us with any questions you may have :)