

# Senior Account Executive

London SE1

Cherry is one of the UK's leading independent healthcare creative communication agencies. We work with a number of the world's biggest pharmaceutical companies delivering award winning work for our clients. We take an integrated, multi-channel and consultative approach to client engagements and we work on numerous exciting brands across a wide variety of therapy areas.

## The role:

The Account Executive works across allocated accounts under the supervision of Account Manager/Account Director and is the primary day to day client contact on the majority of projects. The account executive is responsible for the coordination of all projects, ensuring that tasks are completed by the relevant stakeholders and timelines are adhered to.

## Key responsibilities:

- Responds to client requests in a timely and effective manner
- Strives to deliver a high standard of service to all clients
- Knows the status of all projects and ensures timelines are adhered to by all parties
- Is responsible for all status and contact reports and administrative tasks
- Proofreads/QCs projects at each stage of development
- Is responsible for pushing projects through agency departments at each stage
- Builds strong relationships with clients and operate as day-to-day client contact on appropriate projects and for all status queries
- Is an articulate concise, and clear communicator
- Is able to identify and disseminate relevant information and know who to involve
- Creation of estimates/budgets

## Experience:

Minimum of 18 months' experience in a healthcare related role OR experience as an Account Executive.

## Skills required:

- Demonstrates proactivity and initiative
- Demonstrates ambition and enthusiasm in learning new skills and building experience in new areas
- Strong communication and time management skills
- Interpersonal skills; ability to work well with others
- Influences people without causing conflict; tactful
- Flexibility, adaptability and resourcefulness
- Plans, organises well with good attention to detail
- Understanding of pharmaceutical and health related issues

## SPECIFIC RESPONSIBILITIES:

### Administration

- Uploads and highlights references on client approval systems when required
- Regularly monitors journals, mailings or news articles for information relating to the therapy or disease areas worked on, and forwards relevant information to account teams
- Help AM / AD prepare for client meetings
- Proactively manages finance account trackers

### Account management

- Responsible for supporting the smooth running of all projects planned and agreed with the client and AD:
  - Demonstrates excellent attention to detail in proofing jobs at each stage of the process and proofreads/QCs projects at each stage of development
  - Develops timelines for all projects and ensures these are adhered to
  - Provides regular updates to clients on project progress, and flags impact on timings of any changes to planned activities to internal team
  - Demonstrates excellent attention to detail and organisational skills
  - Updates internal teams on upcoming projects
  - Develops accurate weekly resource requests and submits these in a timely fashion
  - Proactively negotiates for time when needed and understands agency priorities
  - Manages small scale projects from project kick off to completion with the support of AM/AD
  - Develops accurate and well considered briefs for small and medium scale projects and ensures they are provided to members of the team ahead of briefing meetings
  - Demonstrates a passion for great creative work
  - Reviews and filters all client feedback thoroughly prior to passing on to internal teams, ensuring that all feedback is clear (clarifying with the client where need be), sensible and actionable
  - Responsible for accurate estimating, billing, awareness of budgetary status at all times to ensure account budget not exceeded and ensure project profitability
  - Keeps server folders up to date and well-organised – proactively saves all versions and all assets shared by clients as appropriate
  - Proactively prepares and sends accurate weekly client status reports
  - Develops agendas for and attends client meetings
  - Responsible for regular client phone contact, and develops prompt and accurate contact/phone contact reports within 24 hours of meeting/discussion
  - Builds strong client relationships and becomes a trusted partner - building client confidence in Cherry
- Is fully conversant with the ABPI Code of Practice
- Has a clear understanding of the different tactical elements of a campaign and the role they play in the promotional setting
- Assists AM/AD with research to help develop proposals for clients
- Possesses a thorough understanding of client brand, the market environment, (key clinical studies) and marketing strategy
- Undertakes 'market intelligence' desk research to monitor issues/external environment to aid regular review of brand strategy

### Financial management

- Liaises with the AM/AD/internal teams to develop accurate estimates for clients
- Enters appropriate financial information into agency software system in a timely fashion
- Reconciles agency hours throughout job lifecycle to ensure projects are within budget, proactively raising the potential for overservice/changes in scope with the Client
- Monitors Purchase Orders received from client to ensure these are received in time for invoicing at the end of each month
- Completes own timesheets accurately and on a daily basis

### Digital and print production

- Has a basic understanding of how to plan, develop and manage both print and digital projects
- Understands digital and print production processes and requirements
- Is responsible for adhering to quality control processes on all projects, circulating jobs to all relevant personnel sign off material before sending to client
- Has a basic understanding of client processes

### People/Internal stakeholder management

- Builds good working relationships with all agency departments
- Makes valid and considered contributions to internal meetings and brainstorm

## About Cherry

Cherry is now 80 people strong, based in London Bridge.

Employee skills development and career progression is a key focus for the agency. We provide ongoing on the job training, and where appropriate team members will be funded to enrol in training courses to address specific development needs. Team members receive regular annual reviews to ensure continued development and progression - we have no set headcount limits imposed on us for promotion which means people are advanced on merit as and when they demonstrate their ability to take the next step.

Every team member will have the chance to work closely with both line managers and directors too, giving the opportunity to learn from more experienced staff. All Cherry's owner/directors work actively on accounts and are directly involved with mentoring team members.

At Cherry we consider ourselves a friendly bunch and we encourage a social environment. We provide drinks on a Friday afternoon, there's also a cake club, a book group, people go running together, there's tennis in the local park in summer and groups of us can be found in the local bars and restaurants pretty regularly on an evening. In addition to these, we hold seasonal company parties where the whole agency will go out to undertake an activity, followed by a team dinner and drinks.

## Get exposure to:

- Accelerated career progression with the opportunity to work and learn in different client project environments
- A competitive salary which grows as you develop in your career
- Ongoing professional development support, guidance and mentoring

If you feel you have what it takes, please email [danni@cherrythinking.com](mailto:danni@cherrythinking.com) with your CV and salary expectations.