

# Account Manager

Job Description

# Key responsibilities

Running up to 6 client account/s from beginning to end, taking responsibility for delivery of the monthly schedule of work (with support from an account director).

Devising the monthly schedule of work in line with budget expectations; delegating monthly deliverables across the team.

Acting as a problem solver and 'first filter' for day-to-day account activities.

Selecting appropriate tactics relevant to clients' business needs, drawing on knowledge of multiple PR, social and digital channels.

Creating and drafting content to a high standard and flexing your writing to suit different channels and audiences.

Having a solid media/influencer knowledge and demonstrating ability to extend it for new clients and briefs.

Ensuring reporting for the client is regularly and consistently delivered in line with expectations.

Being a strong role model and leading junior team members; Effectively communicating feedback on work to junior members of the team and assisting in their learning and development.

Contributing to new business proposals and playing an active role in pitch meetings.

Contributing to Orchard's growth story through creative content, networking and joining other initiatives across the team.

## The Account Manager role is for you if:

- You've had experience as an Account Manager or in a similar role, and you're looking to grow these skills and start taking even more responsibility for the day-to-day running of busy client accounts.
- You have worked in PR and communications (in-house or agency)
- You have experience of the PR and marketing and can bring your digital skills to bear in your role as Account Manager.
- You are incredibly organised, meet deadlines with precision and can prioritise brilliantly.
- You care. About the future of PR, about the difference you make to clients, about the impact you have on your team and about your opportunity to evolve our business.
- You have a talent for translating complex subjects – in both written and verbal form – to capture the attention of the media, your clients and colleagues.
- You have a thirst for news and an exceptional knowledge of the media and influencer landscape with views on how its evolution will impact businesses.
- You are willing and able to support junior members of the team in their learning and development by providing clear feedback and considered advice.
- You want to develop line management skills and responsibilities.
- You want to learn how to translate day-to-day management into strategic client counsel.
- You want to make your mark on a growing business and you're excited to be part of Orchard's growth story.

# About Orchard

- We are an award-winning PR-led communications agency; building our clients' character, crafting their content and growing their influence.
- Our brilliant people deliver clever ideas through an approach that just works.
- Our expert team is dedicated to delivering PR-led communications services that drive positive change, business growth and long-term value.
- Operating in Guernsey, Jersey, the Isle of Man and the UK, we offer a range of services including campaign activation, communications strategy, content creation, press office, social media marketing and video production.
- We have added 9 industry awards to our trophy cabinet in the last 5 years – and won 3 'agency of the year' awards in the last three years.
- We care about our footprint and are registered 'FutureTrackers'.
- We provide free consultancy support to one fantastic charity every year and help many more with discounted rates.
- We make Orchard a great place to work; 100% of our team say they have fun at work
- We are recognised as 'bubbling under': the only agency with a CI HQ to be listed in PR Week's Top 150 Consultancies Report 2023

## What you get from Orchard

- The culture is one of fun in the office and professionalism with clients.
- The agency offers benefits including:
  - discretionary bonus scheme based on personal and company performance,
  - a company pension scheme,
  - professional training,
  - flexible working,
  - parental leave benefits and
  - personal development resources.
- We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.
- The above lists are not comprehensive but provided as a guide.