



burrows

SENIOR ACCOUNT MANAGER

This is an exciting opportunity for an experienced Senior Account Manager to join our vibrant Burrows team. Burrows is one of the UK's leading through-the-line creative marketing communications companies, an integral part of the Y&R/Wunderman worldwide partnership and a WPP Company. We are proud of our impressive client list and the longstanding relationships that these support; this provides a challenging yet highly rewarding environment to work in.

This is a dynamic role which requires the successful candidate to be able to get under the skin of the client's products and their requirements; forming a one-one relationship with the client and working alongside them, offering support and 'best advice'. This role offers a unique opportunity to drive and track the generation, availability, deployment and success of digital content across the client brand. The Senior Account Manager is also required to write project briefs, and work with the internal project team to deliver and present the work – both to the agency's management team and to the client. Although working independently and taking initiative are essential, this role also requires a high level of team work within the Client Services team and across different departments.

As an Investor in People Company, we provide a challenging environment for our people to exercise their skills and talents and believe in investing in their professional and personal development. We offer highly competitive salaries and a generous benefits package.

Burrows is less than 30 minutes by rail from Central London, situated next to Shenfield railway station. The hours for the role are 37 per week Monday to Friday. This role may require overtime, sometimes at short notice to meet deadlines.

To apply for this unique opportunity or to request a full job description, please forward your CV with a covering letter, noting your current remuneration package to:

**Human Resources, Burrows, The Burrows Building,
5 Rayleigh Road, Shenfield, Brentwood, Essex CM13 1AB.
Tel: 01277 246698 Fax: 01277 246778.
email: burrows.careers@burrows.yr.com
web: www.burrows.info**



JOB OVERVIEW

Support the Account Director as point of contact/knowledge area for client requirements, availability and rollout status of content across multiple channels. Formulate and establish principles for maximum commonality and reuse of digital assets on behalf of clients and partner agencies.

Key Responsibilities

Key role-related responsibilities:

- Plan and track digital asset deployment for launches and market rollout
- Work closely with client departments and other agencies to ensure asset launch timings are met, as well as identify and resolve potential issues
- Input to monthly Digital Content Forum: ensure asset reference trackers are completed and up to date based on multiple inputs from all areas responsible for the content production
- Identify areas where bespoke content is required and brief requirements accordingly

Key client responsibilities:

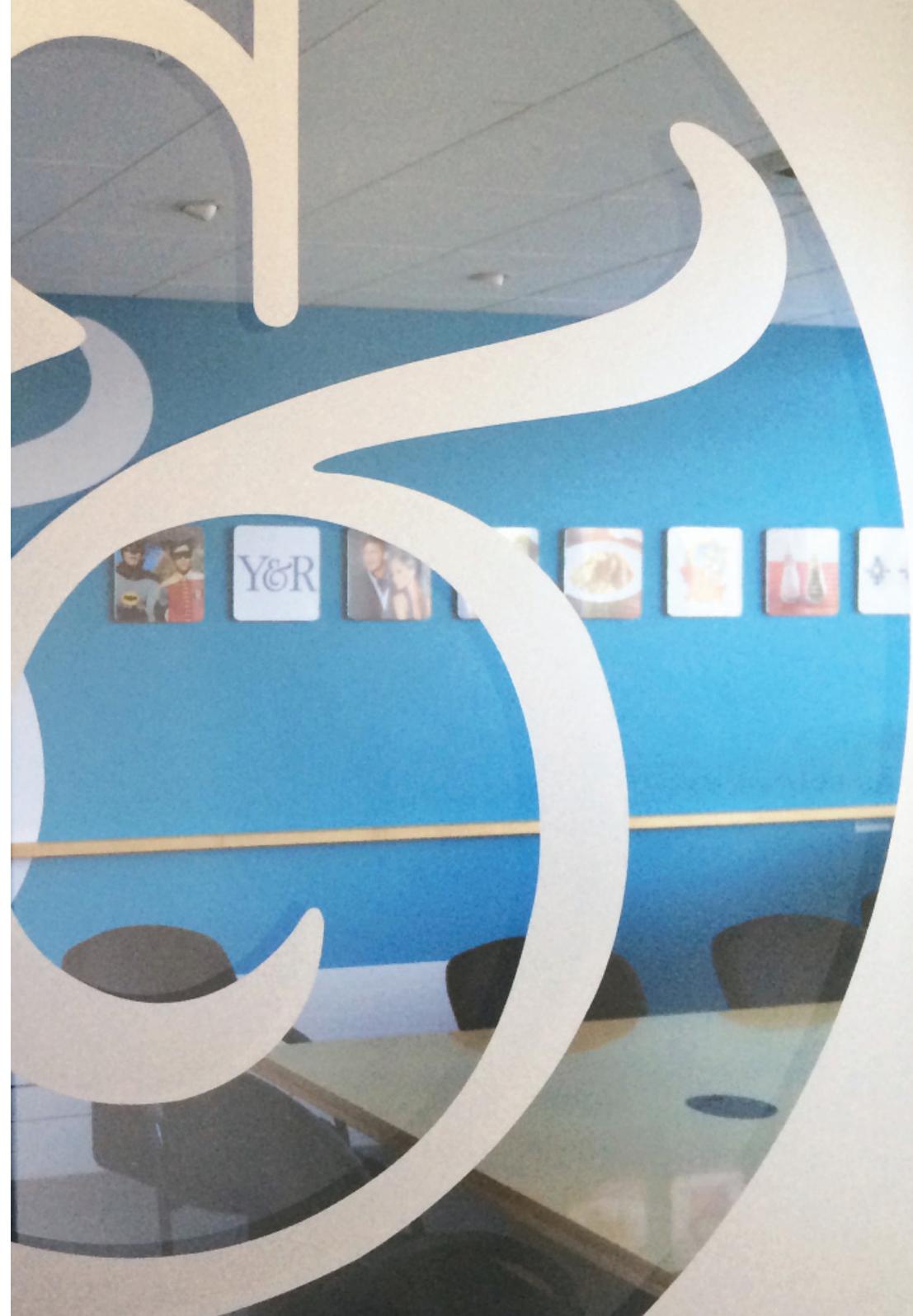
- Plan and track digital asset deployment for launches and market rollout
- Develop long-term relationships with clients and key stakeholders by personal contact and collaboration
- Agree estimates and timing plans with clients as required. Manage client expectations in terms of delivery and ensure status reports are updated and issued regularly

General internal responsibilities:

- Ultimate responsibility for delivery of work on time, on brief and on budget
- Generate 'additional business' from existing clients, and support Client Services management with WPP/Y&R Group business development initiatives as required
- Share potential opportunities, insight and client requirements for the production of content within Burrows
- General project administration – raising job numbers, writing briefs, briefing work, writing job action requests and reports, monitoring invoice payments etc.
- Ensure Burrows exceeds client expectations with respect to; customer service, creativity, execution and delivery, budget control and administration

Other

The successful candidate will also be required to carry out any reasonable duties identified by their line manager or team leader as well as a duty to positively represent Burrows to our customers and suppliers. There will also be the need to comply with our ISO standards and fully participate in our company's performance management and development programmes, as well as working in accordance to our Human Resource policies and procedures.





SPEC & COMPETENCIES

	ESSENTIAL	DESIRABLE
PERSONAL ATTRIBUTES	Flexible, calm attitude towards work Detail oriented, methodical and systematic approach to tasks Able to anticipate and solve problems to client satisfaction Able to take a strategic view, with an entrepreneurial approach to growing revenues and expanding client and agency relationships Able to take ownership of projects and progress independently to completion Able to demonstrate a "think for me, don't just do for me" attitude Extremely customer focused Able to think on their feet	
EXPERIENCE AND KNOWLEDGE	Knowledge of digital and print media Experience of working in an agency or client marketing organisation Experience of content strategy, audit and management best practices Experience of managing projects and reporting on their status Experience of desktop and mobile projects: CMS, authoring, tagging and SEO	Knowledge and experience of content deployment Knowledge and experience of the automotive industry Experience of working on CGI projects
COMMUNICATION	Possess first class interpersonal skills to interact with all stakeholder levels Able to work within/lead multiple teams in different contexts Confident presenter Able to get point of view across in a friendly and collaborative manner Able to explain complex issues in a clear and concise manner	
QUALIFICATIONS	Degree qualified (ideally in marketing, communications, digital media or business studies discipline) IT literate (including all Microsoft Office packages esp. PowerPoint and Excel) Digital Media literate (knowledge of the digital media landscape covering mobile, web, social and database design and development)	
CIRCUMSTANCES	Able to work overtime as and when required Holds a clean, current driving licence Able to travel to visit clients as required	