

## Account Manager

### Job Description

The role of Account Manager is a key position within London Calling's Client Services team, contributing substantially to the success of the company. This person must be able to source new business as well as managing an existing portfolio of established clients; attending to all of their requests across the London Calling product portfolio.

The role is ideal for someone already working within sales and account management who is looking to forge a career for themselves in the arts. As a sales-driven company, London Calling's success depends on the dedication and commitment of its Client Services Team. The Account Manager role is directly responsible to the Head of Client Services.

### Responsibilities

- Creatively consult with clients on their print, ambient, research, and digital marketing requirements and prepare written proposals accordingly to meet these needs
- Sell the most appropriate service to new and current clients on the telephone and in person; ensuring that client spend is maximised
- To liaise with other departments and ensure the smooth operation of our clients' campaigns
- To achieve sales targets as part of a team set by month on a quarterly basis
- Identify new leads and develop business, sourcing new clients through research and tracking
- Undertake client courtesy calls and provide feedback to clients
- Keep the database of your clients up to date and accurate
- To keep abreast of developments in the Arts marketing and cultural sector
- Represent the company at various events whilst maintaining goodwill for the company's services
- To adhere to London Calling's values in all areas of the role and in all dealings with clients, suppliers and colleagues

- To undertake any other such duties as may be deemed appropriate to the role of Account Manager
- To assist the Head of Client Services and Sales and New Business Manager with tasks as required

### Person Specification

- A confident, pro-active, articulate individual with excellent negotiation and persuasion skills
- Ability to conduct consultative meetings both face to face and on the telephone
- An advanced grasp of client relationship management
- Excellent sales or sales related skills and experience
- An energetic and ambitious person who wishes to progress through promotion within the company
- An individual with a strong interest and good knowledge of the London arts and leisure scene
- Fluent in both spoken and written English
- Intermediate to advanced IT skills; preferably with knowledge of databases
- A good team player

### Additional Experience

- Understanding of social media, digital and word of mouth marketing
- Experience of a variety of software packages such as InDesign, Flash, Final Cut and Photoshop
- Copywriting or journalism experience
- Experience of working in an agency environment

Starting salary £26,000 – £30,000 depending on experience.  
Closing Date: 27<sup>th</sup> November 2016



For further general information see our B2B sites:

[www.londoncallingarts.com](http://www.londoncallingarts.com)

[www.culturecalling.co.uk](http://www.culturecalling.co.uk)

and our B2C site: [www.londoncalling.com](http://www.londoncalling.com)

**If you are interested please provide a short CV that summarises your background and experience, along with a brief note (maximum 350 words) on what makes you a strong candidate for this role. Applications should be e-mailed to [tbutler@londoncalling.com](mailto:tbutler@londoncalling.com).**

**Closing date 27<sup>th</sup> November with interviews being held in early December.**