



Senior Account Manager

Powerful brands for ambitious businesses

We are a brand-led, creative agency providing the perfect balance between strategy, creativity and delivery.

We create powerful brands for ambitious businesses, bringing brands to life through creative communications, environments and experiences that change the way that people think, feel and act.

Diverse clients including FTSE 100 companies, elite sports teams, global challengers, entrepreneurial players and social enterprises choose to collaborate with us.

What we do helps businesses to grow and creates long-term value.

rbl-brandagency.com

Background

Over the past 6 years, we have established a diverse, high quality client base serviced by a team of 5 designers and 4 client services specialists.

We have ambitious plans for the future that will see us deliver brand strategy programmes, campaigns and communications for key clients that include: Volkswagen Group, the NFU, The Motor Sports Association, Severn Trent Water, Team GB, Team Sky, Warwick University and a host of medium sized, entrepreneurial players.

We operate from an open-plan studio in the centre of Leamington Spa, just over an hour from London by train with great connectivity to the rest of the country.

The Future

With the essential infrastructure in place - a close-knit team, a strong client base, a proven strategic branding model, high-quality premises and excellent facilities - the agency is targeting success on a number of different fronts: great client results, outstanding creative work, rewarding agency culture and superior financial results.

This naturally requires us to bring on board new people to extend the service offering, build the team and fulfil our potential.

What is the role for a Senior Account Manager?

Working under the direction of our Head of Client Services, you will manage the day-to-day relationship with a number of our key clients:

- taking and defining briefs
- preparing quotes and obtaining external costs
- setting up the job on our internal systems
- managing workflows and keeping jobs on track



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- liaising with the client at every stage, through email, on the phone and in face-to-face meetings
- taking responsibility for the success of the job/project in terms of client satisfaction, overall quality and financial performance
- co-ordinating the resources of the agency to deliver against the clients' requirements
- developing the account to secure future opportunities for growth.

You will become the voice of the client internally, ensuring that the clients' needs and requirements are clearly understood and acting as an advocate for their brand at all times.

You will also provide support to our wider marketing and business development activities.

What sort of person are we looking for?

RBL is looking for:

- a confident and charismatic ambassador for the agency in front of existing and new clients
- an experienced marketer who really understands brand and communications
- a commercial operator who can identify and maximise opportunities
- a proven manager and facilitator who can lead projects to get the very best from every brief
- a team player who is not afraid to roll up their sleeves and personally make things happen
- a stickler for standards, who strives for creative and service excellence with each new project.

Ours is an agency where there is huge potential for you to grow your role and develop as an individual. We invest in people who want to learn new skills, take on board responsibility and progress their professional careers.

What experience is required?

We are looking for someone who has worked in the creative sector for a minimum of 5 years, with proven account management experience.

In a relatively small agency, this individual will need to be hands-on and we expect a high level of proficiency in all standard software applications. A sound working knowledge of InDesign will be a big help.

As digital is now the baseline focus of most brands, we are looking for someone who has a deep understanding of the digital space. They will need to be able to build brands and lead projects that succeed in a complex digital world.

High levels of proficiency in written English are essential as you will be creating important correspondence and documents that must be highly fluent and accurate.

What is the salary and benefits package?

Salary and benefits package between £30,000 - £35,000 for the right individual. We reward people well in return for exceptional contributions and will ensure your salary package keeps track with your contribution to the agency.

Profit share scheme (after 1 year) with potential to deliver an additional 10%+ of salary, subject to the business hitting agreed financial targets.

Pension. 23 days holiday rising to 25 days after 2 years

When do we hope to have someone on board?

Before the end of 2018. The position is available now, but it is absolutely critical that we get this appointment right, so we will be taking our time. It is also important that we are the right fit for you.

What is the recruitment process?

We do not use recruitment agencies or headhunters.

- Step 1** Email Max Talbot (max@rbteam.com) in the first instance to express your interest, providing a bit of background information and a current CV. Please explain why you are interested in joining rbl at this stage in your career.
- Step 2** If selected, we suggest a brief Skype chat as an initial introduction for both parties. 20 - 30 minutes.
- Step 3** Short-listed candidates will be invited to come and visit the agency in person. We can arrange for a first visit to take place over a weekend or evening if this is easier. This would involve a 'show & tell' on both sides and we suggest this may take 1-2 hours in total.
- Step 4** Final candidates will be invited to return to the agency and make a formal presentation. This presentation should focus specifically on what they bring to the table in this role and how they will help to grow and develop the agency.
- Step 5** You may be invited to spend a day working with us as a final step in the recruitment process. This way the whole team gets to meet you and you have a unique opportunity to get a real feel for the culture and opportunity.
- Step 6** A formal offer will be made and RBL will take up references.
- Step 7** A structured induction programme will help the successful candidate to integrate into the agency over the first 2- 3 months.