

# Senior Account Manager

**£30k - £35k**  
+ profit share



## 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, public bodies, academic institutions, 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](http://rbl-brandagency.com)**

### Background

Over the past 8 years we have established a diverse, high quality client base serviced by a team of 5 designers and 3 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: Birmingham 2022 Commonwealth Games, the NFU, Motorsport UK, Severn Trent, Innovate UK, Warwick University with a host of other exciting new projects in the pipeline.

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 process, high-quality premises and excellent facilities - the agency is targeting success on a number of different fronts

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

### Agency objectives

These are our shared measures of success - two external, two internal:

1. Outstanding client results
  2. Distinctive creative work
  3. Rewarding agency culture
  4. Superior financial performance
- and if we do all of the above we will create a
5. Powerful agency brand

### 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
- 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?

- a confident and charismatic ambassador for the agency in front of existing and new clients
- a marketing professional with a minimum of 5 years experience 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.

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

### Salary and benefits

Salary in the region of £30,000 - £35,000

Profit share scheme after 1 year

### How to apply

Send your CV and a covering letter to our Agency Manager Victoria Goodwin who is managing our recruitment process using the email [admin@rblteam.com](mailto:admin@rblteam.com).

We will review any applications and invite short-listed candidates for an informal telephone, Skype or face-to-face interview in the first instance to see if there is a strong fit on both sides.

For those candidates where we feel there is a real opportunity for us to work together, we will invite you in to make a formal presentation to our management team.

### Formal presentation

Present using any method you like in a way that engages the team, communicates clearly and inspires confidence.

Given the job role, our vision for the future and our agency objectives, how would you answer the following questions:

- Why rbl?
- What qualities and experience can you bring to the team?
- What do you see as the big opportunity for rbl?
- How would you help us to realise that?
- What is your vision for the role of Senior Account Manager?
- Present a project that you were responsible for and that demonstrates your capabilities as a Senior Account Manager.

Thank you for taking the time to read this job specification and understand our application process.

We really hope to hear from you soon.



**Rebecca Battman**  
Managing Director