ROLE: Account Manager

REPORTING: Regional Director

DEPARTMENT: PR

LOCATION: Kenya

COMPANY OVERVIEW – ABOUT BURSON

Burson *(formed following a merger between H&K and BCW)*, is the global leader in communications purpose-built to create value for our clients through reputation. We exist for our clients: To build and protect their reputations, and to continually reinvent how it's done. With an enduring belief that actions speak louder than words, we are leaders in building and protecting client reputations to unlock value for all stakeholder audiences as trusted Stewards of Reputation.

We are relentless innovators. Our innovation suites enable our global experts to leverage cutting-edge technology to solve clients' challenges with faster, better insights, more precise audience engagement, and agile culturally relevant creative so our clients can stay ahead of the curve.

For us, size doesn't matter, but scale does. Our sector expertise, global reach and local relevance enable us to hand-select the perfect team for every client we serve, anywhere in the world. Complemented by other agency brands within the WPP group, we bring diverse solutions to any client challenge.

Burson is the original communications academy company. Constantly learning and sharing what we know with new generations of talent. Committed to creating an inclusive culture where everyone feels safe and is challenged to grow, as people and as professionals.

With our cutting-edge solutions and a global team of 6,000 creative problem solvers, we are at the forefront of helping clients navigate the complexities of today's business environment and communicate to lead. Our team of relentless innovators includes content and creative specialists as well as key sector, media, and influencer experts with decades of experience working with top international media, leading influencers, and key opinion leaders.

We work with local and global clients across healthcare, digital, government, financial services, technology, and consumer sectors. We pride ourselves on delivering results, going above and beyond expectations, and building deep, longstanding relationships. An award-winning agency, both locally and globally, our global reputation and infrastructure can all be leveraged to enhance success.

JOB PURPOSE – SUMMARY

As Account Manager, you manage assigned workload projects and consistently show a capacity for strategic thinking. You are trusted by the client to understand issues and what has been agreed. Your colleagues and clients enjoy working with you. You understand and manage clients' expectations, identify critical projects, and strategically collaborate with relevant internal resources to deliver projects timely and up-to-standards. You enjoy building great relationships with the media who work in traditional and digital and have built excellent contacts over the years.

KEY RESPONSIBILITIES & ACCOUNTABILITIES

Understanding the Agency

- Understand and promote Burson.
- Understand the roles and responsibilities of other agency's resources within the Group, building effective and profitable relationships, acting as the intermediary between the client, account team and key departments.
- Understand and work towards delivering the Agency financial performance goals measures, maintaining regular dialogue with the leadership on financial performance.

Creativity:

- Understand and articulate client comments and actions – confirming and aligning in writing with client to ensure understanding.
- Lead creative briefings that are clear, simple, succinct, and inspirational.
- Voice opinion in creative to ensure work on brand and on brief.
- Lead creative presentations (both face to face and virtual) to client – clearly explaining how the work is both on brand and on brief.
- Be the brand guardian with a clear understanding of the client copy tone and brand.

Commercial management:

- Hold and understand the Client Agency contract on all relevant accounts.
- Educate and direct the account team in appropriate fiscal procedures and implement a regular forum to keep all team members up to speed on the financials of each piece of business.
- Accurately estimate for jobs following the receipt of new briefs. Ensure that your jobs run to budget by regularly reviewing the WIP and re-estimating if the client exceeds their allocated rounds of amends.
- Take a lead role in the monthly meetings and take ownership to ensure the team complete their WIP actions by the month end deadlines.
- Oversee financial interactions on accounts, ensuring good financial health, revenue streams and billing practices, identifying fiscal issues.
- Reconcile and invoice jobs in a timely manner.
- Check the debtors list weekly and follow up with your clients and accounts payable when required.
- Update the finance tracker on a regular basis and develop an awareness of where we are in relation to the monthly forecast.

Strategy:

- Become totally immersed in understanding the client marketplace – support on development of competitor reviews.
- Obtain business data and market information from clients and the competitive environment, ensuring the Agency is fully immersed in the Client's business.
- Understand and respond to client's business and communication strategy and objectives.
- Continually demonstrate an understanding of the client's brand and business when evaluating and discussing work and strategy.
- Critical thinking when it comes to major campaign execution to ensure relevant content is placed on relevant platforms.
- Ensure paid media strategy meets our campaign and business objectives.

Delivery:

- Acknowledge all client requests, briefs, etc., as soon as possible after receiving them, clearly explaining when and what next steps will be.

- Demonstrate a superb level of attention to detail in all written work.
- Manage Strategic jobs to satisfaction of client – with support from AE and AD, including ensuring tasks are completed within allocated timescales.
- Communicate Agency recommendations and field major strategic PR enquiries.
- Managing expectations with ongoing updates and explaining any issues in advance**.**
- Responsible for checking the quality of all work before discussing with Account Director, no work should be sent to clients of poor quality (e.g., typos, inconsistencies, etc)
- Understand and communicate feedback – clearly highlighting to client rationale and any creative challenges.
- Issue timing plans (and update as necessary) to deliver client campaigns– knowing where and when to negotiate on delivery.
- Compile mini case study at the end of each campaign.

Team Management:

- Set clear goals and objectives for the performance of direct reports, ensuring input and agreement.
- Implement and contribute to the performance and career management process ensuring personal review meetings are held on a regular basis. Ensure content is constructive, providing feedback and an opportunity to agree next steps.
- Inspire team and direct team to achieve positive end results.
- Maintain dialogue with the leadership:
    - Manage team issues.
    - Agree training and development needs and ensure liaison with HR to agree training plan.
    - Co-ordinate attendance at key client meetings
    - Agree delegation of tasks and responsibilities across the team.

Relationship management:

- Flexibility to manage multiple client relationships effectively.
- Ensure the correct professional tone is used in all verbal and written clients (and internal communication.
- Aim to speak to clients at least once a day.
- Build solid relationships and be the primary day-to-day contact for mid-level managers on the projects you are running – and a port of call for any issues on Task jobs.
- Communicate an opinion on the work to clients – demonstrating passion, honesty, and any potential issues.
- Confident in chairing client meetings and taking in active role in those attended with other senior members of the team.
- Engage partner agencies as appropriate.
- Line management (where appropriate) to provide day-to-day support and on-the-job training, as necessary.
- Effectively manage workload and spot when help is needed – and can be offered.

Self-Development:

- Proactively pursue self-development opportunities
- Assume responsibility for regularly reviewing performance and personal development.
- Consistently attend training courses by the Hub

PROFESSIONAL, TECHNICAL SKILLS AND PREVIOUS EXPERIENCES REQUIRED

- Must have a good understanding of digital ecosystems and content formats.
- Excellent in writing for media, developing editorial content, editing editorial content, and directing

editing of audio-visual content e.g., press releases and statements, speeches, backgrounders, factsheets, OpEds, communications kits, social media videos, features documentaries, and education materials

- Excellent in collating content and data, developing and editing in depth content e.g., industry reports, sector reports and surveys
- Excellent media relations and management skills with the media both traditional and online
- Knowledge of the evolving media landscape
- Ability to articulate what makes a good PR campaign or communication initiative.
- Excellent project and campaign management skills
- Excellent communication skills – both written and verbal
- Natural communicator – good with people
- Previous team management experience
- Experience of dealing with clients & colleagues at senior/executive level.
- Negotiation and influencing skills.
- Excellent team management experience
- Commercial acumen and business understanding
- Great project management and attention to detail
- Excellent organizational skills
- Team player with strong leadership qualities
- Management and coaching of direct reports
- Proactively demonstrates added value – bringing solutions to problems and delivering more than just what is asked for.
- Outgoing, confident, and flexible
- Enjoys challenges – and great at juggling projects/multitasker.
- Quick learners and receptive to client's and supervisor's feedback.
- Shows enthusiasm, passion, pride, and commitment.
- 3-5 Years of relevant experience
- An undergraduate degree or an advanced diploma

HOW TO APPLY

If your career aspirations match this exciting opportunity, please apply as follows.

- Complete this application form and submit
- Share your resume separately in PDF format (strictly) via our recruitment email address. Human.Resources@Wpp-scangroup.com. Ensure that your resume bears your first and last names.
- In the email subject, strictly quote the **job title** and **location** (**Job Title - Location**). ***Do not add anything else in the email subject***

Please note that completing the application form is mandatory for consideration alongside your email application where you share your resume in PDF (strictly). Only shortlisted candidates will be contacted.

Closing Date: January 14, 2025