



Account Executive Position **Job Description – June 2019**

WPN Chameleon is an established integrated direct marketing agency based in central London with 45 staff. We are a fast-paced but supportive agency, passionate about delivering compelling experiences for our clients. The majority of our work is with national and international charities and non-profit organisations, helping them communicate better and raise money to create positive change. We also have a handful of dynamic commercial clients working on new product development and TV.

We're looking for an enthusiastic and budding marketer to join our fast-paced but friendly and fun agency. The role is ideal for someone early in their career who wants to develop their skills and gain experience across a wide range of campaigns, across channels (Digital, TV, Press and DM) and clients with the support of an experienced account team.

Primary Responsibility

To provide support to the Account Team on a day-to-day basis, assisting in delivering client projects on time, to a high quality level and within budget.

Aptitude for learning new skills, both marketing and process are required.

Purpose of Role

To assist in all client projects & campaign processes to deliver excellent service within timescales and budget

Key Responsibilities

Business Management

- To assist the Account Team in ensuring the successful delivery of all client briefs within time & budget whilst delivering exceptional creative product
- To manage the campaign process, including; creating timing plans, managing budgets and internal sign off
- Ensure the Account Team are constantly updated on their areas of responsibility e.g. production, work load, competitor reviews
- Ensure understanding of the effect of a job on the client's and Agency's bottom line
- To be proactive in their approach to the role, ensuring that they are actively contributing to the account and its growth
- Work to ensure the above by prioritising and managing up their time and ensuring that their line managers are up to date on all aspects of their projects

Client Service

- To have a clear understanding of the client's business, including competitors
- Continuously provide updated information regarding the status of work, always managing the team's expectations
- Control information gathered about the client through accurate contact reporting, clear project documentation and instructions
- Ensure the team is kept up to date with any developments on the client's business including any relevant competitor information
- Create and promote loyalty to the agency and the agency's culture

Day-to-day tasks

- Status reports - Keep the status report up-to-date and circulate
- Meeting notes – assist writing contact reports after each meeting
- Creative Status – making sure the creative status is up to date with latest creative requirements
- Guard Files – Ensure that once a new piece of creative has been signed off it is place in the relevant file
- Results – Help obtain/ collate client results and save in central area
- Artwork / Creative amends – relaying any client feedback via studio or creatives, checking proofs and run-outs and supplying assets and images for artwork
- Billing log – Making sure that the billing log is up-to-date and all invoicing is done on a weekly basis
- Monthly Events Calendar – keeping this populated and current and writing up at the end of the month

Personal characteristics

This person should be:

- Enthusiastic and positive in their approach to work
- A self starter, be able to use their initiative and take responsibility
 - If you see something which needs doing or could be improved, volunteer to do it!
 - Think through the task you've been asked to do and the implications. Then raise any queries or concerns you have.
- A real team player
 - Think how best you can support your Account Team and other colleagues at WPNC. e.g. answering the phones, helping to arrange social activities in the office.
- Well organised and always busy



- Maintaining guard books are just as important as running projects. You need to manage the day to day tasks alongside projects you are directly managing.
- If need be, ask your line manager for help prioritising what needs doing.

- Checking their own work and have a good eye for detail
 - Don't rely on others; make sure you are happy with artwork before you pass it on to your manager, the studio, your client.

- Punctual
 - If clients are in for an early meeting, make sure you are in before them to set up!
 - Be prepared to work beyond your core working hours during busy periods.

In return, we offer a friendly work culture with a genuine passion for excellence in what we do, as well as a competitive salary, employer-contribution pension scheme, discounted private health care and generous holiday entitlement.

To apply, please email your CV to hireme@wpnc.agency