

Advertising Account Manager

Description

We are looking for an Advertising Account Manager to create long-term, trusting relationships with our clients. As an Advertising Account Manager, you must be passionate about understanding the range of advertising products, business drivers for performance, etc.

- Meet and liaise with clients to discuss and identify their advertising requirements
- Work with agency colleagues to devise an advertising campaign that meets the client's brief and budget
- Present the campaign ideas and budget to the client along with the team member
- Work with the team to brief media, creative and research staff and assist with the formulation of marketing strategies
- Act as the link between, the client and the Digital Covet by maintaining regular contact
- Ensure that communication flows effectively
- Negotiate with clients and agency staff about the details of campaigns
- Present creative work to clients for approval or modification
- Handle budgets, manage campaign costs, and invoice clients
- Write client reports
- Be updated with the emerging digital trends and the market
- Monitor the effectiveness of campaigns
- Undertake administrative tasks
- Arrange and attend meetings
- Exhibits a true passion for Customers and for Customer Success

Responsibilities

- Understand needs, ensure the strategy is sound, and provide solutions
- Set the agency up for success by managing client expectations, project timing, and direction
- Build relationships with your client and discipline partners through a combination of face-to-face interactions and electronic communications.
- Lead creative strategy based on relevant consumer insights resulting in a clear brief to activate creatives
- Maintain assignment budgets to ensure work isn't exceeding approved funds
- Work with internal agency peers to contribute to the development of creative solutions that deliver the brief and move the business forward
- Ability to establish milestones and keep delivery on task
- Fully understand our client's brand, providing thought partnership through knowledge of their business and effective marketing solutions
- Partner with Project Management in keeping clients updated and engaging leadership to maintain momentum toward deliverables

Skills

Employment Type

Full-time

Job Location

Mumbai, Maharashtra, India

Remote work from: India

Industry

Advertising & Marketing

Working Hours

9 Hours

- Strong communication skills (written and verbal)
- An organized approach