

FREELANCE ACCOUNT HANDLERS

Primary Responsibility

To work on ad hoc projects on a freelance basis

Purpose of the Role

To lead & drive your portfolio of clients to provide excellent client services by managing the delivery of all account strategies and projects.
Demonstrate excellent financial management skills ensuring profitability for the accounts that you direct.

Key Responsibilities

Client Management & Business Development

- To ensure clear understanding of your clients' business requirements and to translate this into clear deliverables
- Through close relationships with your clients, continuously provide input into the strategic direction of each client account and ensure communication of any directional changes to your creative teams/suppliers
- Deliver high standards of client satisfaction, measuring this through feedback, campaign evaluation and continuously adapting and adjusting approaches to benefit client needs
- Ensure clients have full access to the range of services that are available within mabox including Web development, Planning, Production & Data Planning to build the strength of the business relationship through delivery of value added services.
- Seek opportunities to develop more business within your accounts, selling additional services whenever possible
- Take the initiative to develop new business from new contacts within your key sector, supported by the business development team
- Continuously plan ahead seeking new ways to improve the clients' business requirements that gain confidence from the client and more business for mabox

People

- To manage the performance of your Account team and key suppliers to continuously achieve your income targets
- Allocate resource both within your team and within external suppliers to maximize skill set and client coverage within the bounds of allocated income
- To coach and mentor individuals in order to develop the skills and talent that exist within the agency
- Create clear development plans for members of your account team in line with business and individual needs

Financial Management

- To manage the income for all client accounts, maximising profit at all times
- Ensure invoicing and financial administration is of a high standard to keep income coming into mabox
- To provide monthly forecast and income reports to the management team
- To drive the ethos of cost control and income growth all the way through your team

Key Skills, Knowledge & Experience

- At least 5 years of integrated marketing experience at senior management level, with some of these being client-side
- Excellent financial and commercial skills
- Excellent presentation skills
- Excellent relationship management skills
- Excellent marketing skills
- Problem solver
- Conscientious and committed to clients, "go to the end of the world" attitude
- Resourceful

Reporting and relationships

- Reports into Mabox Managing Director
- Relationships with all aspects of Creative Services, digital, data planning, strategic planning, production, traffic and other agency services

About Mabox

Mabox is an integrated marketing management and creative agency specialising in the technology, publishing, employment and business travel sectors.

Mabox offers its clients a unique team of industry specialists, supported by marketing and creative professionals.

We offer our clients a full portfolio of marketing skills and support, from strategic planning through to lead generation campaigns. More information about mabox, and its clients, can be found at www.mabox.co.uk

The opportunities and challenges

Mabox is a small agency with a wide and rapidly expanding portfolio of clients. It has achieved an impressive business track record since its launch in 2001, within an environment of budget cuts and recession. This success has in part been down to the willingness of Mabox's staff to work as a team, to pool resources and to multitask.

The advantage of this environment is that an account director of the right calibre will have the opportunity to grow and develop as mabox grows. There will be every encouragement to succeed. Mabox is a young organisation, with a real drive for new business and a creative and interesting atmosphere.

Salary Details:

Day rate dependant on experience