

JOB DESCRIPTION

SENIOR ACCOUNT MANAGER – COMMUNICATIONS MANAGEMENT

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 40 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals.

Hirons employees are especially enthusiastic and loyal because our unique structure provides each an ownership stake in the company. Together, we daily live out the Hirons mantra: Outwork, outthink, outperform.

We welcome your interest in joining our talented and dedicated team.

Hirons. **Be bold.**

Communications management department

Hirons' communications management department serves as the primary interface between agency and client, managing projects across all departments to ensure each client benefits from the most responsive and strategic service possible. Diverse in experience, driven, smart and connected, members of the team are tasked with direct client consultation responsibilities while overseeing and creating collaborative interdisciplinary teams across all agency service lines.

As consultants, we work alongside our clients to understand their specific organization, target audiences, products or services, and business goals – becoming trusted extensions of the client's team. Then, the account teams within communications management conduct research and define key performance indicators, develop comprehensive strategic communications plans, and work as liaisons to our shared services departments – creative, media and digital – to flawlessly implement strategies and tactics that move the needle.

Senior account manager summary

Senior account managers are masters of day-to-day account management and oversee large projects on behalf of major clients. The role of the senior account manager is to manage multiple day-to-day projects with other account team members while staying abreast of client trends and industry news to offer strategies to meet client goals. Also, senior account managers are expected to proactively suggest ways to attract new business from existing or new clients as well as develop connections in the community.

While job functions vary by client, successful senior account managers will:

- Manage large projects for major agency clients on strategy, on time and within budget
- Craft scopes of work for clients; proactively manage all activities within scope of work
- Stay on top of trends and find innovative ways to meet client goals
- Produce strong work with few edits from account director or SVP of strategic communications and account services
- Have an understanding of the types of research needed to craft a strategic plan
- Serve as a mentor and example for junior staff
- Have a keen understanding of the agency, all clients and all internal departments

Duties and responsibilities

- Maintain day-to-day senior-level client contact
- Act as contact for and liaison to assigned clients, their partners and vendors
- Direct the activity of account managers and account coordinators on assigned projects
- Create strategic communications, marketing and public relations plans; work to implement strategies and tactics
- Make proactive recommendations to ensure client goals and measurable objectives are met
- Attend client and/or internal project meetings as directed by account director; lead meetings as assigned; take notes/minutes or review those written by an account coordinator
- Present strategic communications plans, creative concepts, media recommendations or other agency deliverables to clients
- Oversee preparation for client meetings, including agendas, client work or reports for review
- Oversee the generation of reports, including financial reports, clip reports, hours reports, optimization reports, work-in-progress reports, etc.
- Manage client budgets and budget charts, including monitoring hours spent on projects in process to ensure we remain within budget
- Provide thorough and clear direction when giving assignments to other departments
- Ensure weekly or biweekly status reports are sent to account teams (and clients, as needed)
- Oversee account team members assigned to project management functions for clients, including:
 - Entering project information into Workamajig project management system
 - Assisting in timeline management and other project-related tasks
 - Managing specifications and deadlines for specific projects
- Draft high-level written content or oversee account team members in the drafting of content, which may include:
 - Scopes of work
 - Email marketing copy
 - Web copy
 - News releases
 - Media advisories
 - Bylined articles
 - Social media copy (organic or paid)
 - Creative briefs
 - Strategy statements
 - Advertising copy
 - Talking points
 - Event logistics/plans
 - Agendas
 - Presentations
 - Reports/summaries
- Complete advertising and marketing tasks as appropriate and/or oversee the work of account coordinators on those tasks, which may include:
 - Readying concepts and/or copy for client review/approval

- Ensuring version control for ads
- Reviewing media flowcharts to ensure accuracy
- Organizing specifications and deadlines for media placements
- Complete public relations tasks as appropriate and/or oversee the work of account coordinators on those tasks, which may include:
 - Establishing and maintaining relationships with the media, creating media lists, distributing media materials, pitching media and coordinating media requests/interviews
 - Tracking editorial calendars and media coverage; generating reports
 - Assisting with crisis projects
 - Planning and implementing special events
- Oversee creation and maintenance of all client databases (stakeholder, vendor, etc.)
- Identify opportunities to provide additional agency services to clients
- Assist in the development of account managers, account coordinators and interns to aid in their growth plan
- Prepare for and participate in weekly account team meetings and monthly communications management meetings
- Attend weekly 1:1 status meetings with direct supervisor
- Identify and assist in the development of new business opportunities with existing and potential clients; assist in the development of case studies, pitches, etc.
- Identify and participate in internal and external professional development opportunities
- Develop connections to the community to strengthen professional development and create potential business development opportunities
- Work on projects for Hiron as assigned
- Meet a billable hour goal of 80% (6.4 hours of an 8-hour day; 32 hours of a 40-hour week)
- Participate in Hiron strategic plan work group
- Other projects/responsibilities as assigned

Communications management senior account managers report to a communications management account director.

Management responsibilities

Communications management senior account managers may be responsible for supervising communications management account coordinators. If assigned, communications management senior account managers are responsible for completing written evaluations for all direct reports. Other management responsibilities may include some oversight of other communications management account coordinators and interns.

Qualifications and skills

- Bachelor's degree in marketing, advertising, public relations, communications, journalism or a related field
- Minimum five years of experience in strategic communications or related field
- Firm grounding in strategic communications thought process; APR encouraged
- Tested experience in developing strategic communications strategies and tactics for high-level clients or organizations
- Proven ability to maintain and manage large client and agency budgets

- Superior knowledge of branding, advertising, public relations, marketing, online media and traditional media
- Firm grounding in quantitative and qualitative research techniques
- Motivated, organized and detail-oriented attitude
- Superior verbal and written communication skills
- Ability to handle all work in an ethical and courteous manner
- Superior presentation skills
- Dynamic leadership abilities
- Proficiency in Microsoft Office, including Excel, PowerPoint, Word and Outlook
- Proficiency with Workamajig project management software (within 60 days)
- Proficiency with Meltwater database and monitoring software (within 60 days)

Character

All Hirons employee-owners are required to uphold the highest standards of ethical practice and business conduct. Hirons holds itself to the ethical standards set by the Public Relations Society of America, the American Advertising Federation (via the Institute for Advertising Ethics) and the Interactive Advertising Bureau. As a Hirons employee-owner, you are expected to:

- Be clear, forthright, direct and sincere in every interaction – whether with clients, colleagues, the media or the public.
- Do what you say you are going to do.
- Do the right thing.
- Always act in the best interest of the client.
- Always involve the client as a full partner.
- Treat everyone with dignity and respect.
- Be the colleague you want to have.
- Never say or do anything that you would not want to be a trending topic on Twitter.
- Never disparage a competitor, colleague or client.
- Earn, preserve and protect our reputation.

Equal opportunity employment policy

Hirons prohibits discrimination and harassment of any type and provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.