

JOB DESCRIPTION

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.

Account manager summary

A foundational role in the communications management department, account managers keep assignments moving, delivering on strategy, on time and on budget. The role of the account manager is to be the day-to-day manager of client projects and to serve as client contact in some instances.

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

- Manage multiple projects and clients at the same time and within budget
- Meet or exceed deadlines, ensure account team is aware of deadlines
- Have a keen understanding of the scopes of work for their assigned clients
- Proactively manage all steps in the process
- Anticipate client and account team needs
- Check work from all departments to ensure accuracy before providing to account director
- Produce content or materials with as few edits necessary
- Have a keen understanding of the agency and all internal operations, including departments, budgets, scopes of work and billing

Duties and responsibilities

- Manage multiple client projects on strategy, on time and on budget, often scaling up to assist an account director or scaling down when an account coordinator is either not assigned to a project or unavailable
- Act as contact for and liaison to assigned clients, their partners and vendors
- 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
- Prepare for client meetings and prep all necessary materials, including agendas and any applicable client work or reports for review; may include account coordinator on preparation
- Create strategic communications, marketing and public relations plans under the direction of the account director
- Oversee project management functions for assigned clients, including:
 - Entering project information into Workamajig project management system
 - Assisting in timeline management and other project-related tasks
 - Managing specifications and deadlines for projects
- Ensure weekly or biweekly status reports are sent to account teams (and clients, as needed)
- Generate or oversee the generation of reports, including financial reports, clip reports, hours reports, optimization reports, work-in-progress reports, etc.
- Provide thorough and clear direction when giving assignments to other departments
- Oversee creation and maintenance of all client databases (stakeholder, vendor, etc.)
- Manage client budgets and budget charts, including monitoring hours spent on projects in process to ensure we remain within budget
- Maintain agency projections for assigned clients and report monthly on progress; forecast yearly projections on an annual basis
- Draft written content or oversee account coordinator in the drafting of content, which may include:
 - Scopes of work
 - News releases
 - Media advisories
 - Bylined articles
 - Creative briefs
 - Talking points
 - Strategy statements/creative briefs
 - Event logistics/plans
 - Agendas
 - Presentations
 - Reports/summaries
- Proofread written content; work with internal quality control to review work and make necessary changes
- Complete tasks as appropriate and/or oversee the work of account coordinators on those tasks, examples of which include:
 - Ready 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, examples of which 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.)
- Create or oversee the creation of informational packets/binders for both the account team and the client when onboarding a new client; create or oversee the creation of client-specific deck for client involvement training
- Ensure all client files are saved on the appropriate server, including conference reports, client contracts, client records, agreements, project files and other relevant client information
- Manage client budgets and budget charts, including monitoring hours spent on projects in process to ensure we remain within budget
- Identify opportunities to provide additional agency services to clients
- Assist in the development of 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
- Work with internship coordinator to assign projects to interns; manage work assigned to interns
- Identify and assist in the development of business development opportunities with existing and potential clients
- Identify and participate in internal and external professional 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)
- Other projects/responsibilities as assigned

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

Management responsibilities

Minimal management responsibilities may include some oversight of communications management account coordinators and interns.

Qualifications and skills

- Bachelor's degree in marketing, advertising, public relations, communications, journalism or a related field
- Minimum three years' experience in advertising, public relations, communications or a related field
- Extensive knowledge of advertising/public relations/digital industries and client service
- Firm grounding in strategic communications thought processes and critical thinking

- Tested experience developing strategic communications strategies and tactics
- Proven ability to manage and maintain a budget
- Familiar with qualitative and quantitative, primary and secondary 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
- Demonstrated professional maturity both in and out of the office
- Strong presentation skills
- 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.