

Designation:

Senior Account Executive

Experience:

1-3 years of work experience

Location:

Mumbai & Gurugram

Core competencies:

1. Customer Focus

- Inside out knowledge of client business
- Timely resolution of client escalations / feedback

2. Platform Knowledge

- Broad understanding / working knowledge across a broad range of service lines
- Competency on MS office products (Word, Excel, Power Point)

3. Planning & Organizing

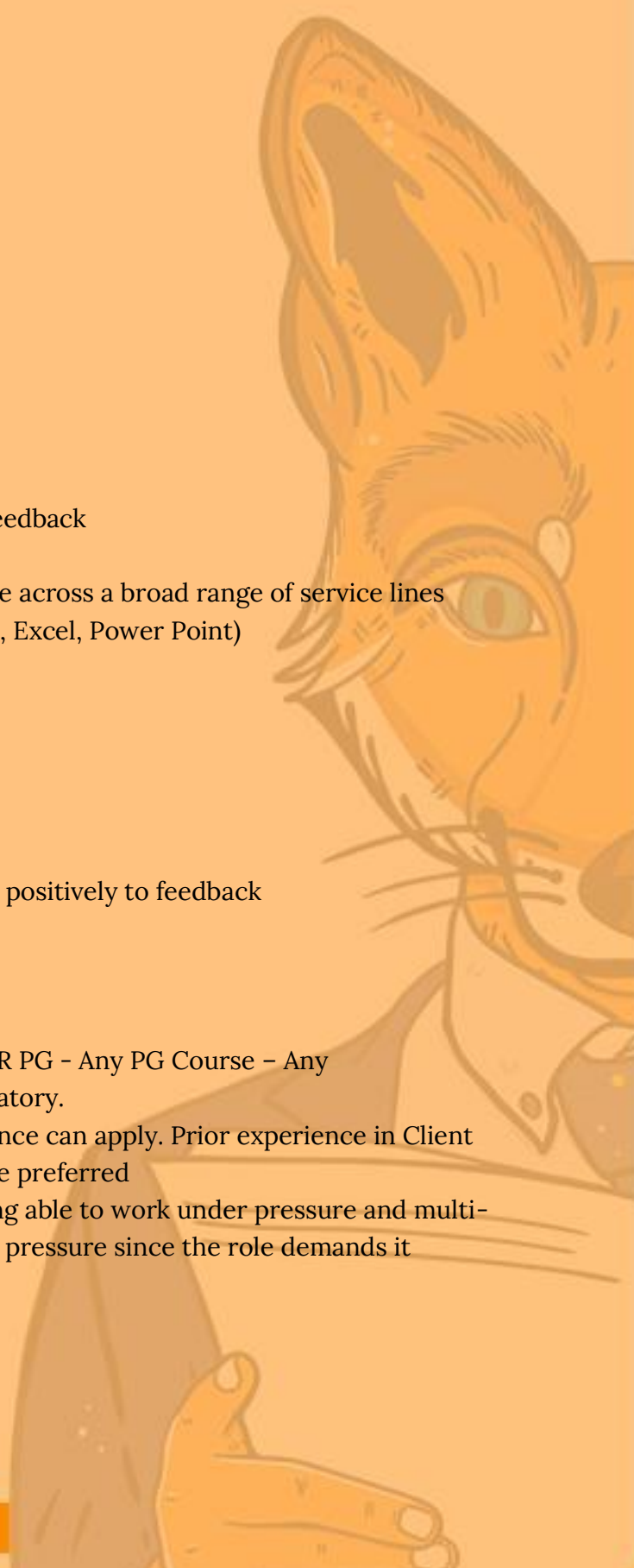
- Tactfully prioritise tasks across brands
- Deliver quality work within deadlines
- Keen eye for detail

4. Communication

- Excellent written and verbal skills
- Ability to sell work and ideas, and respond positively to feedback

Qualification:

- UG - Any Graduate - Any Specialization OR PG - Any PG Course - Any Specialization; Post Graduation Not Mandatory.
- Candidates with 1-3 years of work experience can apply. Prior experience in Client Servicing and Account Management will be preferred
- Proven & demonstrable experience of being able to work under pressure and multi-task. Should be comfortable with handling pressure since the role demands it



Team:

Account Management

Reporting To:

Associate Account Manager/ Account Manager

Roles & Responsibilities:

1. Strategic

- Receive small - medium client briefs and decode them with the team

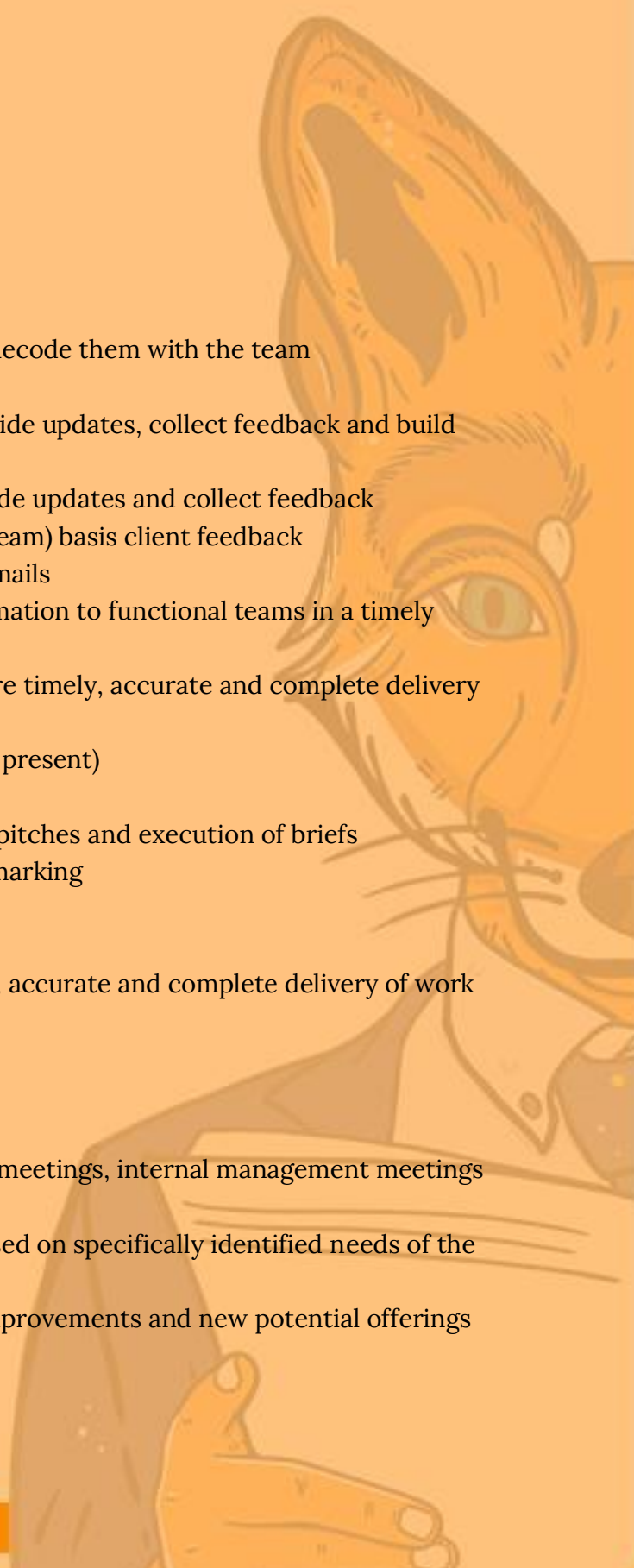
2. Communication & Coordination

- Regular feedback calls with clients to provide updates, collect feedback and build relationship
- Daily communication with clients to provide updates and collect feedback
- Ensure timely and prompt action (by the team) basis client feedback
- Timely and proactive response to client emails
- Disseminate accurate and complete information to functional teams in a timely manner
- Coordinate with functional teams to ensure timely, accurate and complete delivery of client work
- Document minutes of all meetings (where present)

3. Account Management

- Brainstorm with relevant teams for client pitches and execution of briefs
- Accurate referencing and industry benchmarking
- Post updates on social media platforms
- Attend shoots and music recordings
- Coordinate with other agencies for timely, accurate and complete delivery of work
- Vendor management for outsourced work
- Maintain and create campaign cost sheets
- Create weekly JSRs
- Manage client logistics & incentives
- Create & compile presentations for client meetings, internal management meetings and case studies
- Pitch new concepts to existing clients, based on specifically identified needs of the client
- Competitor analysis to identify process improvements and new potential offerings

4. Reports



- Collate data and inputs from functional teams for the purpose of social media and brand analysis report creation
- Create reports for social media and brand analysis

5. Finance

- Raise all financial paperwork to clients and review those raised by vendors
- Calculate BCMA accurately
- Regular follow up with the client for due payment and ensure it's release by the due date
- Maintain all financial trackers and update the Associate Account Manager/ Account Manager on the same.

