



## **Account Manager/Senior Account Manager**

We're investing for growth and are seeking a smart, talented individual who is as passionate as us about changing B2B marketing, creating award-winning communications, and helping us to generate brand and business momentum for ourselves and our clients.

As a different kind of B2B agency, we seek a different type of Account Manager. Your focus will be to make it happen: to ensure the client invests at the right level and has time to do the job properly; that they don't get any surprises (other than the good kind); to make sure creative and studio are informed to do the job well and that, externally, our production partners are too. In short, your aim will be to earn the respect of your colleagues, partners and clients by being hard working, intelligent and knowledgeable.

This is a great opportunity for a bright and organised individual to join our ever-expanding team here in Soho.

### **What you'll love doing:**

- Playing a key role in the implementation of integrated campaigns covering brand development, brand roll out, print marketing collateral, digital, video, and advertising through:
  - Supporting the Account Director in gaining an understanding of the client's business including business strategy, executional requirements, marketing plans, competition and key financial data.
  - Acting as a trusted partner in the management of the client's business, ensuring client expectations are met through listening closely and challenging where needed.
  - Constantly building knowledge of the market and client's business in order to challenge the norm with reasoned arguments and thinking.
  - Proactive, timely and consistent client communication.
  - Attending client meetings, taking client briefs and making recommendations as required.
  - Identifying and maximising opportunities for True and the client, paying attention to the account and new business.

### **What's expected:**

- Commercially-minded
- Minimum of 2 years agency experience
- Project management experience
- Preferred experience:
  - Outdoor, print, social and display advertising
  - Email marketing
  - Direct mail
  - Video production
- B2B client experience preferred but not essential

### **What we can offer you:**

Great range of employee benefits including:

- 25 days annual leave
- Monthly creative allowance
- Investment in personal learning and development
- Subsidised gym membership
- Childcare voucher scheme
- A mattress....speak to us to find out more!

### **About True**

We're a B2B agency changing the game – redefining the way that brands engage consumers by creating compelling stories and experiences that attract and resonate across an ever-evolving landscape. Our work pushes past boundaries and channels. It wins awards – B2B Marketing's headline Grand Prix award and Best Use of Creative. But most importantly, it makes an impact for our clients and their customers and makes us excited to step through the door each morning.