



ROLE: ACCOUNT MANAGER

WE DON'T DO WALLPAPER

True was founded in 2012 to be a different type of B2B agency. To break free from the world of short-term 'performance' marketing that swamps the industry with no lasting business effects. We believe that unignorable creativity is the most powerful way to drive commercial results for our clients. Creativity that is built on powerful truths that generate fame, attention, and build memorability.

And our approach is working. We were proud to be named Global B2B Creative Agency of the Year by the Association of National Advertisers last year due to the consistently high levels of creativity and effectiveness we've generated for our clients – leading to some great new account wins including Auto Trader, Kaspersky, Logitech and Volvo.

WE'RE NOTHING WITHOUT YOU

We're now investing to accelerate our 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 B2B agency who believes in the power of brand building and long term effectiveness, we seek an Account Manager. You will be at frontline of client servicing know how to drive projects and deliverables through the agency.

You have great client relationship skills and understand their needs. With your experience you ensure the client focusses on the right things and has time to do the job properly; that they don't get any surprises (other than the good kind). Internally you 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 passionate, bright and organised individual to join our brilliant team.

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 social channels
- 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:

The role will suit an Account Manager with 2-3 years of experience looking for a new and exciting challenge. A background in brand communications and integrated campaigns is highly beneficial; experience in B2B is a nice add on but not mandatory. You should enjoy working in a high paced and entrepreneurial environment with lots of freedom to put your own stamp on things.

Being able to simultaneously manage multiple workstreams and projects efficiently and being a driving force for delivering campaigns across multiple touchpoints will be extremely valuable. It goes without saying that you're a team player, inclusive and collaborative and have exceptional communication skills, as well as being an absolute stickler for detail.

You will play a key role in the implementation of integrated B2B campaigns covering brand strategy, brand development, advertising, digital, video, social and content marketing... although it doesn't stop there. The idea is king, where it is brought to life can be anything from an experiential event to a social post that goes viral.

Most importantly, you will inspire our clients and command the confidence of your Account Director by:

- Gaining an understanding of the client's business including business strategy, executional requirements, marketing plans and competition.
- Acting as a trusted partner in the management of the client's projects ensuring client expectations are met through listening closely and challenging where needed.

- Attending client meetings, taking client briefs and making recommendations as required.
- Being commercially minded and buttoned down on process
- Engerising your project teams and the agency as a whole.

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
- A mattress ... speak to us to find out more!

If this sounds like it's up your street, send your CV to jobs@trueagency.com

ABOUT TRUE

True is a multi-award-winning B2B creative and media agency with the central philosophy: 'Make it memorable'. We believe that unignorable creativity is the most powerful way to drive business growth. And having next-generation data and media capabilities under one roof gives us the unique ability to be see campaigns through from planning to delivery and optimisation; more efficiently and more effectively.

True's clients span industries, including Big Four professional services firm KPMG; automotive giant Auto Trader; fintech company Worldline; business services company Yell; Kaspersky in cybersecurity and consumer electronics company, Logitech.

Based in Soho, True is the London office of BBN International – ranked Number 1 International Marcomms Agency 2020 in the [B2B Marketing Agencies Benchmarking Report](#).

www.trueagency.com