



ROLE: SENIOR 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 and Logitech.

WE'RE NOTHING WITHOUT YOU

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.

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
- 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 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