

## Advertising account manager

### Job description

The advertising account manager is the link between the client and the entire agency team. Along with their team the account manager acts as both the salesperson for the agency and as the client's representative within the agency. The account manager will also lead the agencies ideas presentation, ensuring the ideas remain faithful to the brief and that it is kept within the time frame and budget.

The most important task in account management is to design the brief; a well targeted brief can be the making of a great campaign. While the work varies depending on the agency, account managers are normally responsible for client budgets, for managing the work of account executives and performing a range of related administrative functions.

### Work activities

- Creating a portfolio of client accounts and monitoring the ongoing activities related to them.
- Managing, reviewing progress and delivering the client's advertisement projects.
- Conducting meetings with the clients as well as informing them about the current work status of their projects.
- Establishing relationships with new clients and maintaining and nurturing business relationships with existing clients.
- Identifying accounts whose revenue may be shrinking so as to address any 'at risk' customers and reach out to these accounts to ensure they are retained.

- Monitoring work performance of colleagues and setting sales targets.
- Recruiting and training new account executives.

### Work conditions

Travel: mostly office based but can involve travel within the working day to visit clients.

Working hours: mainly 9 to 5, Monday to Friday. It can also involve long hours to meet particular deadlines.

Location: mainly in urban areas.

Opportunities for self-employment: freelance work is possible for those with experience and contacts.

### Typical employers

- Advertising agencies.

### Career development

A willingness to change posts may be required for career progression as it is very closely linked to experience and individual motivation. Opportunities may exist in larger agencies to become an account director or group account director.

### Salaries

Salaries will vary from agency to agency though an advertising account manager can expect to earn between €37,000 and €70,000.

## Advertising account manager (continued)

### Entry requirements and training

#### Specific degree subjects required

Open to graduates of any discipline.

#### Other relevant degree subjects

- Advertising
- Advertising and marketing communications
- Art and design
- Business
- Graphic design
- Management
- Marketing
- Media
- Psychology.

#### Postgraduate study

A pre-entry postgraduate qualification is not a requirement. However, there are a range of taught postgraduate programmes in advertising available including postgraduate diploma conversion courses and masters.

#### Training

Practical training is mainly in-house.

### Tips for applications

Gain relevant experience as an undergraduate. Apply for an Institute of Advertising Practitioners in Ireland (IAP) internship.

### Skills and qualities

- Good leadership qualities.
- Energy, enthusiasm and the ability to work under pressure to meet deadlines and demanding targets.
- Strong deal closing and negotiation skills.
- High level of analytical and organisational skills, and excellent attention to detail.
- Real understanding of print and web advertising opportunities.
- Excellent communication and interpersonal skills.
- Creativity, initiative combined with commercial awareness.

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