



ACCOUNT MANAGER: LONDON

WHO ARE INGENUITY

A new business consultancy with a difference.

We help agencies, Brands and Tech businesses start new relationships.

We've always been the trailblazer in the new business space and have now created a lead generation model which is completely unique encompassing Events, Content, PR and Digital.

We help agencies & tech businesses find, meet and win new clients.

We help brands find new agencies, technologies and brand partners.

It's an exciting time to join the business, we're evolving and as such are investing in new digital propositions.

ABOUT YOU

Dynamic, highly literate and articulate. You'll possess a can-do attitude, be very personable and ideally come with an understanding of marketing services and the creative agency landscape.

An organised person who thrives in a fast-paced environment and is keen to get on, with direction but without micro management. In return we'll give you the opportunity to learn, grow and progress through the business.

PURPOSE

Drive new business opportunities for clients.

Understanding your clients' needs and objectives, playing an active role on behalf of Ingenuity for our clients and providing excellent service across all your accounts, helping them to win new business.

THE ROLE: FINER DETAILS

- Responsible for day to day client contact on one or more accounts and day today prospecting by email and phone. Account Managers will spend time getting under the skin of their clients whilst working on accounts, developing their knowledge and understanding of the different industries and sectors.
- Responsible for building a worthwhile pipeline and fully qualified meetings for clients, as well as suggesting potential insight leads to the Business Director on the account.
- Actively prospecting on 1-3 client accounts following completion of all training modules and passing probation.
- Take part in strategy sessions and brainstorms for your client and assess the success of your campaigns continuously throughout prospecting.
- Join Ingenuity social Monkey's to help come up with ideas for and organise company events and socials.
- Act as a buddy to new starters.
- Write and deliver weekly reports for all client accounts you are running.

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YOUR SKILLS & EXPERIENCE

Organised, Personable, energetic and driven.

- Exceptional organisation skills with an ability to balance multiple tasks and projects simultaneously
- Excellent communication, presentation and creative writing skills
- Feel confident holding conversations with both agency and brand clients of all levels
- Enthusiasm for marketing, digital/ tech and advertising landscape
- Willingness to embrace, learn and grow.
- Good call handling, phone manner and email writing skills.
- Good objection handling skills to develop continuously through prospecting.
- Hit high call rates to gather intel from prospects and unearth the right contacts you need to speak to.
- Have lengthy, intelligent conversations with prospects to gather market intelligence for the client as well as live opportunities.
- Understand how to find additional contacts around a prospect business to unearth key decision makers.
- Excellent communication skills to start developing a close relationship with your client, appropriate for their requirements and time available.
- Immerse yourself in industry news and monitor the latest top stories that may be relevant to your clients or the wider Ingenuity team.
- Spend time internally to understand your clients' needs and objectives so you know what success for them really looks like.

WHAT IT'S LIKE TO WORK AT INGENUITY

The team are all very different. However, we do share some common attributes; sociable, opinionated, articulate, intelligent, good sense of humour, relentless and enthusiastic.

We are a social bunch with a great culture. We work hard and play hard. The teams are genuinely close and very supportive - which has always been part of the make-up of Ingenuity. Every Friday we have breakfast delivered to the office and the bar opens at 4pm with socials arranged at least once a month with a bigger summer and Christmas day out.