



SENIOR ACCOUNT MANAGER

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, Digital, Brand Partnerships and Insight.

It's an exciting time to join the business as we're evolving and as such are investing in new digital propositions. Check out our new website to get a real sense of what we're all about www.ingenuitylondon.com.

ABOUT YOU

Dynamic, highly literate and articulate. You'll possess a can-do attitude, be very personable and come with considerable experience and 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.

Ideal candidates will have a minimum of three - five years' experience in new business or business development roles with a strong understanding of all marketing disciplines and the agency landscape.

PURPOSE

Drive new business opportunities for clients whilst providing strategic direction and support to the team.

Understanding your clients' needs and objectives, playing an active new business 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

In your role as Senior Account Manager you'll be able to prioritise whilst working in a fast-paced environment, manage multiple tasks and keep a calm and positive attitude to help motivate the team.

The Senior Account Manager will endeavour to know what is on the client's mind, anticipate their needs and be recognised by the client as a person who drives progress on their behalf.

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This role may also require dedication to Ingenuity's training programme to help mentor and develop the wider account team to achieve success in their roles.

- Full management and active prospecting (managing outbound lead generation) on key client accounts
- Help develop and oversee strategy and planning on client accounts
- Prepare new client induction sessions and launch to the wider business with 'pizazz'
- Help the team with hosting group support sessions and intel sharing best suited to your skill set
- Lead client review sessions for your main accounts and contribute towards the content with sign off from a BD
- Work closely with all ingenuity divisions to join up intelligence for your clients; events, content, PR, insight, data, agency referrals and brand partnerships.

YOUR SKILLS & EXPERIENCE

Organised, Personable, energetic and driven.

- Highly organised with the ability to create and follow a plan
- Degree educated, highly literate as well as articulate, and able to show previous success in generating sales leads for marketing services Agencies, or other commercial / professional services
- Senior Account Management or Account Director experience, working in-house with agencies or with a new business consultancy.

WHAT IT'S LIKE TO WORK AT INGENUITY

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.

Please visit our website for more details about what we do and to meet some of the team in our blog interviews. www.ingenuitylondon.com

Please send your CV to lucy.wells@ingenuitylondon.com if you think this could be the perfect next step in your career.