

Senior Account Manager - Public Relations

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Company: FINN Partners

Location: mumbai

Category: other-general

An Account Manager is responsible for the planning, day to day management and execution of client campaigns, ensuring high client satisfaction, and keeping campaign delivery on budget. In this role, he / she may also manage a team of Account Executives and Account Coordinators. At these level execution skills are established. Consulting, people management and planning skills have also been demonstrated, and the focus now is on establishing these skills.

Competency and Skill Description

Documentation & Content Creation Be able to prepare high quality documents. Final drafts in collaboration with the AAD/ Account Director: of all documents including but not limited to media information documents, opinion articles, client briefing documents, executive speeches, executive presentations

Ability to finalize all regular client and media related documents like minutes of the meeting, bio profiles, backgrounders, press releases amongst others

Create regular campaign case studies for future reference and award submissions.

Media Relations Forge and exploit strategic press relationships, achieving significant coverage for the client through strategic and creative work with relevant media

Understand how media across key markets in India works and be aware of opportunities that are relevant to clients. Demonstrate this understanding in planning and execution of client campaigns

Understand the basic landscape beyond traditional media, and demonstrate this understanding in planning and execution of client campaigns

Build relationships with mid-senior level representatives across all key media relevant to specific clients

Demonstrate an understanding of media trends that effect client campaigns, and consult to clients on a regular basis accordingly

People Management & Development Help direct reports manage their workload through advance planning and

prioritization Manage day to day workload allocation based on plans, budgets, and resource availability Put in place and ensure the execution of a training plan for the entire team to support their skills development Undertake on the job training for team members, to help develop relevant skills Provide team members with constructive feedback on a regular basis to improve effectiveness Regularly and openly recognize good work and behavior by team members Understand the role that he/ she plays within the team, and ensure team interests are always top priority Anticipate potential issues related to own work and commitments in a timely manner Work with HR to manage own and team's PDP, ensuring that feedback meetings and reviews happen on time, that PDP commitments are fulfilled Participate in training and development initiatives as required to acquire the required skills Ensure your team's timesheets are completed in a timely manner to ensure programs are run on time and on budget Manage direct reports in accordance with SPAG's brand values and culture Client Management & Consulting Earn client trust as a PR consultant, who can offer sound advice for all day-to-day needs, and for strategic campaigns Ensure timely, high-quality execution of client PR campaigns Understand the metrics for success on the client campaign and work towards ensuring high client satisfaction Build and demonstrate in-depth knowledge of a client's industry Manage client expectations, and proactively anticipate and resolve day to day issues and client conflicts in an effective manner, in collaboration with the Account Director Ensure client approvals for all expenses are in place, to ensure zero bad debts Make sure they have client approval (including PO) to be taken for all expenses before they are incurred Develop an overall PR plan that demonstrates an intimate understanding of relevant media and their needs Understand the client's business and be able to add value by providing non-media ideas that have PR potential Contribute to the overall achievement of the company business plan by completely owning client campaigns as directed by the Associate Account Director and Account Director

About Finn Partners: Finn Partners was launched in 2011 to realize Peter Finn's vision to create a leading communications agency dedicated to shaping a bold new future in which innovation and partnership are strong drivers of the brand. Finn Partners specializes in the full spectrum of communications services, including digital and social media. Practice areas include arts, consumer lifestyle & sports, corporate social responsibility, education, health, manufacturing, technology, travel, and public affairs. We are entrepreneurial-minded, global, and focused on integrated programs that bring to life the world-changing technologies, products, and services of our client partners. Our company culture celebrates delighting our clients with innovative and creative campaigns

and programs, and we provide opportunities for our employees to conduct career-meaningful work in a creative, fast-paced, collaborative, and fun environment. We work hard and play nice. Headquartered in New York City, the agency has 1,300+ employees, with offices in 25 cities around the world: Atlanta, Boston, Chicago, Denver, Detroit, Dublin, Hong Kong, Honolulu, Fort Lauderdale, Frankfurt, Jerusalem, London, Los Angeles, Munich, Nashville, Paris, Portland, San Diego, San Francisco, Seattle, Shanghai, Singapore, Tamuning (Guam), Vancouver (Wash.) and Washington D.C.

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