

# **THE BEHAVIOURS AGENCY**

**JOB TITLE:** ACCOUNT EXECUTIVE  
**LINE MANAGER:** SENIOR ACCOUNT MANAGER  
**DATE:** SEPT 2021

## **PURPOSE**

The Account Executive role is dedicated to client happiness. It requires you to coordinate and support the management of all projects on a day-to-day basis, ensuring they run smoothly and achieve their full potential.

Working closely with retained and project clients, and acting as one of the main points of contact, the Account Executive will help execute the agency's strategic and creative output professionally, successfully, on time and within budget.

## **KEY DUTIES & RESPONSIBILITIES**

1. Communication - To respond promptly to client requests, managing expectations in terms of speed and delivery of response.
2. Relationships - To build strong relationships with clients so they value and seek out input and advice.
3. Problem solving - to initiate ways to efficiently and effectively deliver the client requirements and beyond when appropriate.
4. Commerciality - to monitor and manage the budget for all projects - across monthly retainers as well as project clients - and have a handle on client/project revenue and its impact on the profitability of the agency.
5. Process - to follow agency processes for estimating, quoting, scheduling, briefs, approvals timesheets, POs/invoicing, client development and client onboarding.
6. Self-development - to seek opportunities to improve knowledge and pursue self-development and take responsibility for regularly reviewing own performance and personal development.
7. Opportunities - To actively seek out opportunities for the clients business that could also benefit the agency.

## **KPI**

Client Happiness - Maintain a high level of client happiness at all times, playing a vital role in ensuring zero legitimate client complaints and ensuring the agency maintains or improves its NPS score.