

Account Manager

Basic information

Scale: 1

Job family: Sales

Terms: Fixed Term Contract 12 months

Location: Cheltenham

Reports to: Senior Account Manager/Sales Manager

Direct Reports: No

Team: Media Account Management

Business unit: UCAS Media

Date reviewed: January 2020



Job purpose:

This is an exciting opportunity to work, and gain experience, in a vibrant media sales and marketing environment.

Working within our established Media team, the Account Manager will manage and develop relationships with an existing portfolio of Universities and Colleges. With support from our Campaign Delivery, Marketing and insight teams, the Account Manager will sell and plan media campaigns that deliver successful results for our Clients.

You will use and develop your expertise in marketing and media to be able to provide support and advice to University marketing, brand, digital, and student recruitment teams, maintaining and building upon existing revenue streams.

Key accountabilities:

- Maintaining existing, long-term relationships with Clients and developing relationships with key decision makers.
- Identifying additional media opportunities with existing Clients, within a defined Client portfolio or sector and look for new client opportunities.
- Recommending the best media and marketing solutions, within a Client budget and working to deadlines for multiple campaigns, across multiple channels, such as on and offsite display, Paid Media (Facebook, Instagram, Google, and Snapchat), email, SMS, Direct Mail.
- You will deliver to a realistic revenue target by planning successful media campaigns for Marketing and recruitment departments within Universities and Colleges.
- You will work across internal departments – Campaign Delivery, Marketing, Insight, Digital Media to ensure that all campaigns are achieving objectives that you define with your Clients.
- You will attend marketing events and network to further your knowledge and develop strong relationships in the marketing and education sector.

Skills, qualifications, and experience:

- Experience, or the desire to gain experience in a relationship, campaign management, marketing or sales environment
- A flair for customer service and engagement and passionate about achieving the best possible results for Clients
- Creative and curious, with the self-motivation to work across an individual Client portfolio, within a strong team environment.
- Ability to embrace and adapt to change in a fast-moving environment.
- A desire to learn and develop skills in marketing, media and digital practices.
- A great verbal and written communicator.
- Ability to work under pressure and get the best out of people.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action:

Customer-focused – We understand what our customers want, and we act on their changing needs.

Collaborative – We collectively create an engaging and positive work environment.

Accountable – We take ownership of our individual and organisational performance.

Service excellence – We realise, grow, and maximise our potential.

Trusted – Individuals are trusted to make informed decisions and take appropriate risks.