

Our Vision:

To make a genuine difference to our clients and colleagues by establishing ourselves as leaders in brand, media and communications research, thereby profoundly enhancing the art and science of marketing.

Our Commitment:

Create a work community of diverse employees with a broad base of skills where people have a real **passion** for what they do – an environment where people genuinely want to stay.



Account Manager – Job Description

Overall responsibility:

The Account Manager (AM) is part of the Client Service team in their office and in a larger office will belong to a specific Client Service Team. Their primary responsibility is to work with senior managers to serve as a liaison between MB and its clients, with responsibility for appropriate high levels of service to those clients.

RESPONSIBILITIES	BEHAVIORS (MB AAP Leadership Model)
People Leadership	
<ul style="list-style-type: none"> Ensures training and development of team Provides technical advice to members of his/her team 	<p>Is an inspiring role model</p> <ul style="list-style-type: none"> Models company values and behaves consistently with what he/she says Is someone I can learn from Treats others with respect and fairness and fosters a similar climate throughout the team Is passionate about the work/company and generates enthusiasm in others Takes full responsibility for actions and does not blame others for his/her mistakes, using those incidents as an opportunity to learn Exercises good judgment in dealing with difficult situations Is self-aware -- understands how his/her behavior impacts others <p>Invests personally in people</p> <ul style="list-style-type: none"> Is beginning to act as a coach to juniors Motivates others to give their best Creates opportunities for others to grow/develop Is not self-oriented -- genuinely values others and shows desire to help others succeed <p>Ensure depth of talent</p> <ul style="list-style-type: none"> Sets clear standards for team members Is beginning to demonstrate ability to build a high performing team around him/her Retains talented people -- does whatever he/she can to prevent them from leaving <p>Communicates effectively</p> <ul style="list-style-type: none"> Uses a variety of influence approaches as the people involved and circumstances warrant Listens effectively, suspending own point of view or agenda Provides timely, objective, effective feedback Seeks real solution to conflicts rather than superficial agreements to avoid tension

Client Leadership	
<ul style="list-style-type: none"> ● Maintains relationships with his/her identified clients, ensuring that their needs are being met and that they are receiving appropriate levels of service, in collaboration with seniors on those accounts ● Accountable for client relationships and satisfaction; builds strong rapport and trust; raises client expectations ● Day to day involvement with client projects, including interpretation, development of recommendations, presentation of findings ● Demonstrates marketing knowledge and applies to successfully forge strong working relationships with clients (advertising knowledge for agency) ● New business development amongst existing clients and identification of new business opportunities outside the existing client base 	<p>Acts as Trusted Advisor</p> <ul style="list-style-type: none"> ● Is beginning to develop strong relationships through relentless client focus, fully embracing and acting on the "trusted advisor" philosophy ● Always has the client's interests at heart above his/her own interests <p>Develops new opportunities</p> <ul style="list-style-type: none"> ● Identifies and develops new opportunities from existing clients, and is beginning to develop opportunities with new clients with support ● Takes initiative -- proactively acts quickly and decisively to respond to challenges and opportunities <p>Is committed to collaboration across Group</p> <ul style="list-style-type: none"> ● Understands how latest Group client tools and methodologies can be used in client situations ● Works well with colleagues from across the Group
Business Leadership	
<ul style="list-style-type: none"> ● Assists with management of staff including: <ul style="list-style-type: none"> - Setting objectives - Conducting performance evaluations - Monitoring of progress of staff under their management ● Overall quality and profitability of the services provided to his/her clients, with minimal supervision from Account Director or Group Account Director ● Assists the AD/GAD in management of revenue budgets set for those clients ● Is able to write successful proposals 	<p>Cultivates high performance culture</p> <ul style="list-style-type: none"> ● Sets clear direction for team members ● Fosters an open, honest, and transparent culture within team ● Recognizes and rewards strong performance ● Is willing to take necessary action on under-performers <p>Delivers outstanding results</p> <ul style="list-style-type: none"> ● Provides implementation plan and ensures decisions are quickly and successfully implemented ● Follows through on his/her promises and commitments ● Consistently delivers strong business performance ● Implements more efficient ways to achieve results <p>Demonstrates strong business acumen</p> <ul style="list-style-type: none"> ● Can complete accurate project estimates and understands impact of pricing decisions ● Manages costs and uses company resources efficiently ● Understands importance and implications of completing accurate and timely timesheets
Thought Leadership	
<ul style="list-style-type: none"> ● Contributes to appropriate and innovative research designs; provides insights to all stages from proposal preparation, design, survey study methods and report write-ups ● Makes a contribution to company development, such as new approaches, improvements to company efficiencies ● Continues to look for ways to deepen the insight using further analysis, including MB learnings, integrating external data ● Improves knowledge on new and existing MB tools and applies to resolve client issues 	<p>Is intellectually curious</p> <ul style="list-style-type: none"> ● Consistently demonstrates intellectual curiosity and eagerness to learn and encourages others to do the same ● Is able to provide insights using existing information ● Seeks to provide new approaches to problem solving <p>Stays ahead of the game; forward looking</p> <ul style="list-style-type: none"> ● Ensures learnings are captured and implemented ● Anticipates issues and opportunities of strategic value <p>Inspires innovation/creativity</p> <ul style="list-style-type: none"> ● Embraces change and the excitement of doing new things in new ways ● Provides opportunities for individuals to challenge the status quo and contribute to new ideas ● Is beginning to demonstrate the confidence to take calculated risks

Required Experience/Skills:

- At least 4-5 years experience in Client Service
- Proven marketing (research) knowledge
- Proven knowledge of MB products and philosophy (if being promoted internally)
- Some experience in leadership and team management, including staff development
- Demonstrated ability to build strong client relationships and developing skills in business development
- Attention to detail and accuracy (oversees the production and delivery of quality outputs at all times)
- Project management – monitors research progress and directs all stakeholders to complete assigned projects based on client requirement; anticipates and resolves issues relating to support department operations and maintains quality control
- Strong presentation and interpersonal communications skills
- Fluency (verbal and written) in English and [Local Language] essential
- Cultural awareness