
Evoke KYNE Job Role: Account Manager London

Evoke KYNE is an award-winning communications agency that harnesses insight, experience and creativity to advance health and wellbeing around the world. We were founded on the belief that communication is a powerful health intervention. Our team is passionate and committed, with deep experience working across sectors to make real differences in health. We love what we do, we live what we do, and we truly believe in what we do.

The Account Manager will foster strong client-agency relationships by building trust, acting as a valuable resource and demonstrating effective teamwork across the account team. The Account Manager will make a significant contribution to new business efforts, understand budgets and adhere to client and agency financial and administrative procedures. Demonstrating ownership and accountability for all projects with a focus on high quality, the Account Manager will manage and address challenges using knowledge and creativity, understanding the importance of continually improving and enhancing day-to-day agency operations to better serve clients, partners and colleagues.

Based in London, this is an exciting opportunity to join a fast-paced, growing global company. Currently the position is remote until further notice.

CORE RESPONSIBILITIES

Managing projects to deliver high quality, on-strategy campaigns

- Run one or more small accounts as the day-to-day contact with in-depth knowledge of all projects; need minimal supervision but know when to ask for support/input and keep senior colleagues informed of progress.
- Play an integral role in strategic development of accounts; demonstrate ability to drive significant projects within large accounts or entire small accounts forward.
- Complete assignments, meet deadlines, proactively approach senior colleagues when workload (own and junior-level staff) is over or under-capacity.
- Demonstrate flexibility and efficiency at multi-tasking and successfully take the lead on assessing account work priorities to drive activities forward.
- Proactively track overall project timing workload (own and junior-level team members) to meet client expectations and to ensure deadlines are met.
- Show leadership in identifying next steps/course of action and be proactive in seeking, initiating, and delegating assignments.
- Participate in the execution of media strategies, being fully competent in using traditional, digital and social media techniques, either earned or paid-for, in client assignments and discussing ROI tools.
- Show resourcefulness and comfort in navigating process of getting materials reviews/approved; be familiar with client review platforms (such as Veeva, iMR, PRP).

Delivering high standards in communications

- Take the lead on developing communications plans and social media strategies, with support and advice from senior colleagues when needed.
- Oversee event planning and implementation, delegating logistical support to junior colleagues where appropriate.
- Demonstrate a broad knowledge of communications techniques for a wide range of audiences (such as internal, external, consumer, medical, scientific and political).
- Demonstrate the ability to apply strong writing skills to a variety of projects; communicate effectively in all written and verbal communications; and mentor junior staff on how to approach writing assignments.
- Demonstrates strong understanding of media and developing media strategy recommendations, knowing when to gather input from media team; conducts media outreach, as needed, building personal relationships with key journalists.
- Respond to client requests for communications support in a timely manner, demonstrating the appropriate level of urgency and coordinating with senior colleagues to escalate and troubleshooting client problems when appropriate.

Delivering innovative and creative thinking

- Develop an understanding for the “bigger picture” on accounts, and how smaller components of project work fit into the overall strategy.
- Show creativity in developing solutions to client issues. Be solution-oriented, resolve questions and problems, and seek/provide counsel when appropriate.
- Develop and demonstrate expertise in a one or more key areas (for example, media, social media, or a particular therapy area).
- Maintain a strong core skill set and knowledge base/expertise both in the communications field and in the scientific domain.
- Regularly participate in webinars and lunch and learns, staying current on new trends and techniques that have relevance to work, and share with other staff, as appropriate.

Working with clients and colleagues

- Take a leadership role in meetings and offer thoughtful solutions to identified problems.
- Effectively manage client relationships and provide a high level of service to clients.
- Understand account goals and strategy, and act as a valued resource for clients; attend basic on-site client meetings solo when needed.
- Build strong relationships with external groups and stakeholders (such as journalists, vendors and advocacy groups).
- Be approachable and open-minded to constructive feedback, require minimal guidance on all projects; provide feedback and support to junior staff, as appropriate; act as a positive role model.
- Effectively manage junior colleagues and help guide their professional growth within the organization; be able to “manage up” to support senior colleagues when necessary.

Contributing to new business and financial success

- Understand Evoke KYNE’s vision, policies and procedures, services and capabilities, and be able to give examples showcasing our work reactively to current and potential clients.
- Provide strategic and tactical advice on new business program development, contributing to pitch and presentation development and attending pitches when required.
- Build existing accounts and expand potential revenue by flagging up opportunities for organic growth to senior colleagues.
- Develop project budgets, oversee and track budget processes, and flag up queries and concerns to senior colleagues when necessary.

ESSENTIAL SKILLS AND KNOWLEDGE

- Excellent verbal and written communication skills
- Good project management skills
- Ability to multi-task and work under pressure
- Ability to use own initiative
- Excellent knowledge of the pharma, healthcare and media environments
- Excellent people management skills
- Ability to manage a budget.

PERSONAL CHARACTERISTICS

Ambitious, creative, honest, flexible, strong leader, good team player, self-aware, robust.

LEVEL OF EXPERIENCE

Senior Account Executive experience or higher within a comparable industry.

QUALIFICATIONS

Degree or of graduate caliber