

Position Title	Senior Account Manager / Account Director	Date	February 2024
Reporting to	Group Account Director	Department	Account Services

Working Relations	
Direct Reports	Account Manager, Team Assistant
Key Internal Contacts	Account Teams, Strategy, Creative Teams, Production & BX
External Contacts	Clients, Agencies

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### About Innocean

Innocean are the biggest agency you've never heard of. With 31 offices and more than 3000 employees in 21 countries. We're the fastest growing agency network in the world.

Opening doors in Australia in 2008 with two foundation clients: Hyundai and Kia. Since 2020 the Sydney business has been on a mission to diversify our roster which now includes FMCG, NGO, Medical, Tourism and Technology brands, not to mention our own Gender Equality not for profit division called Fck the Cupcakes.

We're a proud and ambitious group of over 50 creatives, strategists, account people, technologists, analysts, and producers who work together in a flat and collaborative environment. Building creative solutions across all touchpoints on a consumer's journey with a brand.

We're proudly Korean, uniquely Australian; striving to create a culture that embraces a Korean concept called 'Jeong'. An ineffable but mutually warm feeling of attachment between people who share a relationship and common purpose.

This feeling of connection underpins everything we do. It's how we create bonds between brands and consumers, and between us and our clients. Think of us as an extension of the marketing team. One with strategic, creative and CX capabilities to deliver work that connects across multiple platforms, driving acquisition and retention.

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## About the Role

The Senior Account Manager / Account Director manages the day-to-day relationship between the client and Innocean, maintaining regular contact and ensuring communication flows effectively between them. The main purpose of this role is to manage projects and allocated accounts smoothly and takes ownership from scoping through to final implementation. You will develop and in depth understanding of the client's business, brand, and category they compete in and their short- and long-term vision. Attending client meetings, you will prepare internal briefing documents and client presentations, liaise with relevant external partners, and manage campaigns, continually striving to exceed your client's expectations – you will be responsible for ensuring final outputs are delivered with quality control. You will manage up and keep your manager updated on how projects are performing, and trouble shoot or proactively flag issues where necessary.

To support our growing team, we are looking for someone who is passionate about customer experience, digital content, and social. Experience in Retail & CRM is a bonus you will play a key role in managing this part of the business. You will be highly focused on ensuring a customer-centric approach to create a positive customer experience at all touchpoints. You should be solution focused, results orientated and will have a keen interest in combining strategy, data analytics, and creativity to deliver effective campaigns. You will need to be a great communicator who leads the way in best-practice email marketing and digital campaigns.

The Account team at Innocean is fully integrated, underpinned by an end to end, Brand Experience focus. This is how the work is created, judged, and deployed. You'll be working across all channels on various campaigns to bring this to life.

Key Result Areas	Duties
Strategy Development	<ul style="list-style-type: none"><li>• Demonstrate a deep understanding of the client's brand and expected results.</li><li>• Understand the strategic direction of the client's brand, working closely with the Group Account Director to actively contribute to brand strategy.</li><li>• Support strategy with any brand/competitive/industry input required.</li></ul>

	<ul style="list-style-type: none"> <li>Continually develop a deep understanding of the client's broader business, the industry, and the economic influences on the business.</li> <li>Think proactively to surprise and delight your client with creative, digital, social and competitive work/ideas.</li> </ul>
<b>Client Relationship Management</b>	<ul style="list-style-type: none"> <li>Manage the relationship between the client and Innocean, maintaining regular contact to ensure communication flows effectively amongst internal and external parties, including agency village partners.</li> <li>Meet and liaise with clients to discuss and identify their advertising requirements.</li> <li>Proactively identify opportunities for the client's business and for the agency.</li> <li>Proactively problem solve and resolve client and agency issues.</li> </ul>
<b>Account Management</b>	<ul style="list-style-type: none"> <li>Briefing and working with agency colleagues (both strategy and creative) to devise campaigns that meet the client's brief and budget.</li> <li>Filter and articulate the client's feedback clearly back to the client and the agency and is addressed.</li> <li>Ensure high quality standards are met across all agency outputs including presentations and assets.</li> <li>Prepare timelines to ensure adequate time allocated and realistic turnarounds are agreed on for projects.</li> <li>Manage internal stakeholders to ensure timings are met.</li> <li>Manage campaign ideas, presentations, and budgets for the client, alongside agency colleagues.</li> <li>Prepare materials for client presentations of creative work.</li> <li>Ensure financial tracker is up to date, including initial budget creation (with input from SAD), estimate approvals, PO development, and invoicing.</li> <li>Ensure JCRS on allocated accounts/projects are managed effectively each month.</li> <li>Work with producers to continually monitor financial progress on each job to ensure suppliers remain in budget and flag to client if budget is at risk.</li> </ul>

	<ul style="list-style-type: none"> <li>• Understand drivers of financial performance and support the Group Account Director to maximise growth and profitability of accounts and projects.</li> <li>• Ensure client contact reports are written after every meeting and circulation to attendees.</li> <li>• Manage live execution of projects including monitoring progress, pre-empting, and resolving any issues.</li> <li>• Work with external (media) and internal (strategy) partners in the development of post-campaign analysis.</li> <li>• Actively monitoring relevant client's (and key competitors) community management programs.</li> <li>• Management of campaign schedules, plans and client approvals, ensuring timings are met for all deliverables and flagging any potential issues.</li> <li>• Ensure all jobs move through the agency following the agreed processes.</li> <li>• Accurately complete administration tasks when required including opening jobs and providing estimates.</li> </ul>
<b>Stakeholder Relationship Management</b>	<ul style="list-style-type: none"> <li>• Nurtures relationships and deepens trust of internal and external agency stakeholders.</li> <li>• Effectively communicates to manage up where required.</li> <li>• Assists the Group Account Director in overseeing JCR's and provide information required for financial reporting.</li> </ul>
<b>Continuous Improvement</b>	<ul style="list-style-type: none"> <li>• Stay up to date on industry trends and advancements.</li> <li>• Actively participate in team meetings and share ideas and feedback.</li> </ul>
<b>WHS (Work, Health &amp; Safety)</b>	<ul style="list-style-type: none"> <li>• It's on you to ensure your work environment is safe, whether you're WFH or in the office.</li> <li>• Follow and ensure your team follows company policies and procedures.</li> </ul>

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## About You

Personal Specifications	
Qualifications	<ul style="list-style-type: none"><li>• No qualifications needed, just a strong portfolio that demonstrates your ability Account Management expertise.</li></ul>
Knowledge, Skills & Experience	<ul style="list-style-type: none"><li>• Minimum of 4 years industry experience.</li><li>• Previous experience in managing campaigns from inception through to completion.</li><li>• Literacy across shared project management and financial systems.</li><li>• Flexibility to adapt your ideas to meet client expectations and take on feedback.</li><li>• Exceptional time management skills with demonstrated experience meeting competing deadlines across platforms without compromising on work quality.</li><li>• Brilliant basics including attention to detail.</li><li>• Solution-driven, even against challenging projects and situations.</li><li>• Excellent written and verbal communication skills and the ability to work well with a variety of personalities and work style.</li><li>• Skilled with software such as Google Docs, Keynote, Microsoft Excel.</li><li>• Flexible approach to work, demonstrating resilience and ability to rapidly adapt to change.</li></ul>
Values	<ul style="list-style-type: none"><li>• Proactivity. Humility. Agility. Daring. Don't worry, we dive into these in your welcome pack.</li></ul>
Develop	<ul style="list-style-type: none"><li>• Regular appraisals and 360 feedback is important.</li><li>• So too is being able to check in with your client Partner or management whenever. Their doors are always open, Zoom links always ready.</li></ul>

### The Perks

There are a whole range of reasons you would consider working for us, check out the list below:

- Competitive salary
- Regular appraisals and 360 feedback
- Client sponsored benefits
- Floating leave
- Individual Professional development
- Hybrid working
- Progressive parental leave policies
- Pet friendly environment

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