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# Example of Manager, Account Job Description

Our growing company is looking for a manager, account. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager, account

* Developing forward thinking, data-driven analysis and recommendations that align with client goals and quantify high impact opportunities with clear recommendations to clients
* Exhibits deep understanding of clients, the industry and the account
* Consult with clients on high-level strategies, and, in conjunction with the client, develop and implement strategic communications programs and plans
* Interface with high level executives to plan, execute, and staff media briefings, executive events
* Provide strategic guidance to account teams, serving as senior level client and media contact
* Establish relationships with high-level business press to pitch and place feature, trend, and news stories
* Maintain day-to-day contact with clients
* Manage account workflow, assignments and take responsibility for the team’s ability to meet deadlines and exceed client expectations
* Accountable to clients for project management of account activity
* Motivate team members to work together as a team towards client goals and objectives, continually inspire through encouragement, constructive feedback, and daily mentorship

## Qualifications for manager, account

* Deep understanding of Web culture, online advertising, video and the agency/client/publisher relationship
* A minimum 3 years’ experience in online media environment with strong working knowledge of online advertising industry
* 7+ years experience in print, digital and event production
* Solid understanding of the creative process and production
* Proven ability to manage multiple projects in a deadline-oriented environment
* Current with production trends and technology