Downloaded from <https://www.velvetjobs.com/job-descriptions/media-account-manager>

# Example of Media Account Manager Job Description

Our growing company is looking for a media account manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for media account manager

* Work with management team to assist clients through full campaign life cycle from planning through reporting
* Meet and exceed sales targets across TV and digital media platforms
* Develop new business opportunities through new business categories
* Coordinating and managing quantitative research projects on time and on budget, and overseeing all operational components of projects (online survey programming, sample management, data processing and coding)
* Maintaining and strengthening client relationships and developing understanding of their business issues
* Analyzing and interpreting results
* Develop/maintain client contacts and actively network with potential client executives including Director/VP level application owners
* Forecasts and manages resource requirement optimally.• Manages the team effectively
* Establish strategic relationships with the most influential media partners
* Maintain independent book of accounts in addition to providing oversight on accounts owned by direct reports

## Qualifications for media account manager

* Project management, research and/or agency experience preferred
* Maintain contact with International & Domestic Account Management & Marketing teams – sharing best practice & suggesting appropriate opportunities with global partners
* Language skills, minimum of French, ideally German and/or Italian as well
* Significant experience in building and maintaining key customer relationships
* Solid experience/knowledge of new media and familiarity with emerging digital media platforms
* Strong knowledge of international film and TV industry