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DIGITAL ACCOUNT MANAGER

OVERVIEW OF THE ROLE

This is a combined account handling/project management role.

Specifically, it requires:

- Managing the production of interactive projects, including websites, online media creative, HTML emails, and technical solutions such as bespoke Content Management Systems
- Developing proposals and recommendations where appropriate
- Account admin
- Dealing directly with the DIGERATI \ production team
- Client liaison
- Working with account handlers and creative teams within our partner companies, who in some cases may be considered 'the client'

The successful candidate will work across a range of clients, work directly with the production team, support their account handling colleagues and work autonomously.

WHO ARE DIGERATI?

DIGERATI\ is the interactive division of TBWA\Manchester.

We design and build websites, online media creative, emails and web-based technical solutions.

The Team consists of following permanent members:

- Neal Andrews (Department Head)
- Technical Manager
- 2 x Digital Account Managers
- 4 x Web Developers
- 4 x Interactive Designers

Planning, copywriting and creative concepting resources are provided by specialists within the wider TBWA\Manchester family. Design and technical resource supplemented with freelancers as required.

The majority of leads come from within TBWA\Manchester via existing clients. Current brands we represent include: ghd, Chicago Town (Pizza), Brother, Nissan, Redrow, Shell, The Manufacturing Institute and Citi Financial.

Recent websites include:

- www.bestcompaniesghuide.co.uk
- www.humdrumidol.com
- www.likeaballs.co.uk

Please see www.digerati.info for other examples of work.

KEY QUALITIES AND EXPERIENCE

In addition to the responsibilities and attitude/skill requirements detailed in the job description, here is an additional summary of what are considered to be the key qualities and experience required:

Interactive experience

1. [Ideally] 2 years demonstrable production experience of directly managing digital creative projects, including websites, online media creative and HTML email. In particular, must have experience in web documentation, including functional specifications, timing plans, sitemaps and cost estimates
2. Web technology-literate
3. Detailed knowledge of the web in general, online opportunities, and industry trends/issues

Must be creatively minded, and demonstrate passion for websites and their role in the overall marketing mix.

Must have a good understanding of the concept of branding and marketing communications.

Extremely detailed technical knowledge and the ability to directly manage complex technical projects is not required, as our Technical Manager and his team provide this, but an ability to understand and communicate this to clients is essential.

Account handling and project management

In addition to digital-specific skills, must be a competent project manager and possess traditional account handling and relationship skills, towards both colleagues and clients. As a member of the team they will be given lots of autonomy with little need for supervision, so they must be a proactive self-starter. It's important they are comfortable in dealing directly with interactive designers, colleagues and clients, both from a briefing and feedback perspective.

The ideal candidate will also have a natural flair for helping to grow business by identifying and developing revenue opportunities. However, it is not a target-driven role, and no specific targets will be set without prior agreement.

Personality

Must demonstrate passion and enthusiasm for the web and digital marketing - a web evangelist.

Friendly and helpful, and someone who can help make work fun!

Confident, but not overly.

A proactive self-starter who can work in isolation when required.

Solutions-focussed.

Self-educating (i.e. wants to continually improve technical and marketing knowledge).

Although the role requires a high degree of technological literacy, we need someone with the full compliment of "softer skills". They must be the type of person that would thrive in the Agency environment.

THE INTERVIEW PROCESS

Stage one

1. Pre-selection process

- Review all CVs
- Select candidates for interview and inform recruitment agency
- Successful candidates required to complete application form
- Application forms reviewed, and appropriate candidates selected for interview

2. Interview to assess passion, experience and suitability:

- Passion
- Web-related skills
- Creativity
- Account handling experience and ability
- Ability to deal confidently with designers, colleagues and clients
- Industry awareness
- Level of technical awareness
- General suitability for DIGERATI\ and the Agency environment (i.e. cultural fit)

Candidates should demonstrate the following:

- Examples of web documentation that shows they have the relevant skills and experience (e.g. creative/website development brief, sitemap, functional spec, timing plan and cost estimate)
- Copies of presentations, such as briefs, critiques or recommendations
- URLs or screen grabs/visuals of digital projects with indication of level of involvement

Stage two

After a first-stage interview, selected candidates will be required to meet, and be interviewed by, senior agency colleagues and undertake a short presentation (subject TBC, but likely to be a website critique, competitive audit or creative proposal, for which a brief and/or material will be supplied).

By this time the relevant skills would have been demonstrated, but it's important to re-convey passion and confidence to members of the second-stage interview team.