

## Job Description – Senior Digital Account Manager

Job title: Senior Digital Account Manager  
Location: 28 Bailey Street, Sheffield (City Centre)  
Reporting to: Karen Woodhead, Director  
Salary: Subject to experience

### Whitespace – company overview

Whitespace is a multi-award winning brand and digital communications agency with a highly skilled digital team comprising planning, strategy, creative, design and development. We are a small team with an enviable client list that includes some of the UK's leading brands and organisations such as Jacuzzi, Discovery Networks, Channel 4, Civica and Energizer Wilkinson Sword, as well as several leading universities.

### Overall purpose of job

We require an experienced Senior Digital Account Manager to be responsible for managing digital projects across multiple accounts, acting as the main point of contact for clients through the project lifecycle and communicating digital design briefs effectively to digital design/development teams.

You will communicate and trouble shoot at all levels and liaise with clients advising them on their web strategy including the brand, messaging, content and technical solutions required in delivering that strategy to ensure a coordinated approach. Essentially, you will drive digital activity across your accounts and immerse yourself in the digital world - pushing the boundaries and integrating innovation to achieve commercial potential for clients. Projects may typically include: B2B and B2C websites; web applications; CMS systems; e-commerce platforms; smart phone apps, SEO; social media, e-mail marketing and viral campaigns.

The successful candidate is likely to possess a demonstrable 2 - 3 year account handling track record in a similar digital role; ideally having had previous exposure to major brands.

### Specific responsibilities include:

- Building and maintaining excellent client relationships
- Digital project management through the project lifecycle
- Project scope, requirements and cost proposals
- Writing detailed functionality specifications
- IA and wire framing
- Briefing and managing creative and development teams
- Evaluation and QA of all projects
- Attending client meetings at a junior through to Director level
- Seeking opportunities and generating ideas for clients and advising them accordingly
- Accurate and timely financial management of projects including invoicing
- Monitoring company financial performance alongside directors
- Commercial development of existing client business

## **Candidate profile**

You will have solid account management skills and experience of working with clients from multiple sectors from a business benefit perspective. You will be well versed in delivering often-complex digital solutions and through your experience will be able to talk knowledgeably about the approach without relying on others.

This is very much a hands-on role and although you will have input from the Marketing, Creative and Digital Directors you will be responsible for managing your clients and their projects independently, successfully and profitably.

## **Approach to work**

You will be a self-starter with a positive, 'can do' attitude. You will be level headed, dependable and calm under pressure. You will be capable of winning the respect and trust of client side marketing and technical teams as well as agency side, creative, designers and developers.

## **Essential experience**

You will have an excellent track record of building and sustaining strong client relationships and managing a range of digital media projects to a successful conclusion for both client and agency.

## **Essential skills and aptitudes include:**

- Excellent understanding of the digital development process including communication strategy, creative and technical
- Acute eye for detail
- Excellent presentation skills with the ability to communicate a concept or idea
- A team player with the ability to work under own initiative
- Able to work quickly and accurately
- Flexible, adaptable and diplomatic
- Professional attitude to work with excellent communication skills and telephone manner
- Mac or PC literate
- Full, clean driving license and own car

Whitespace is an equal opportunities employer, an Investor in People and a member of the Design Business Association.

## **Next steps**

If you're interested in the above position please call Karen Woodhead, Director for an informal chat on 0114 272 6749 or email your CV and covering letter outlining how you meet the requirements of the job description to [karen.woodhead@white-space.co.uk](mailto:karen.woodhead@white-space.co.uk)