



Job Description – Account Manager

As an Account Manager at Blue Lozenge you are a qualified and experienced communication and engagement consultant. You will work independently and ensure through effective evaluation that we exceed client expectations.

You will be excellent at building strong client relationships through professional and ethical communication delivery. You will be organised, be a great team player and an excellent project manager. You have a sound understanding of the health sector and a passion for making a difference to citizens and patients.

Areas of work will include strategy and planning, developing and delivering communication campaigns, events, content development, report writing, stakeholder engagement and internal communication. You will work with our Blue Lozenge Infinity Model to structure your projects and programmes.

About the role

Job title	Account Manager
Reporting to	Account Director
Salary	£35k – £50k depending on experience
Work hours	40 hours with scope for flexibility
Location	We operate as a digital-first agency incorporating a work-from-home model. Staff are expected to attend a team day onsite in Bromley once a month.

Team and reporting

You are part of One Blue Lozenge team, we work together to support each other and to deliver impactful and meaningful work. You will report to an Account Director, who will be responsible for agreeing your specific objectives with you. You will work with the in house team and our team of associates and creatives. With support and guidance from an supporting colleagues.

Client management

You will:

- Manage the day-to-day running of client accounts, projects and campaigns
- Be curious and proactive in researching client needs building strong relationships and respond quickly to client requests
- Schedule and lead client meetings and presentations, keeping them updated on project progress and risks, with support from the Account Director
- Travel to face-to-face client meetings where required
- Take responsibility for tracking projects and campaigns working within budgets in line with an agreed statement of works.

Project delivery

You will:

- Develop project and campaign plans and strategies
- Identify risks and opportunities in campaigns and projects, escalating where required
- Research and audit existing communication activity, draft discovery reports and provide advice and recommendations for improvement
- Develop communication strategies, content and case studies, including key messages and narratives
- Produce accurate copy and ensure all client correspondence is well-written, accurate, timely and relevant in tone
- Measure and evaluate our work to help demonstrate the value of the work we do and identify constant opportunities for improvement.

Business development

You will:

- Be aware of the commercial aspects of our business, understanding where you can add value
- Work with the team to identify and develop opportunities for growing business with existing clients
- Contribute to proposals with innovative and strategically sound ideas based on your knowledge and understanding of communications, the Blue Lozenge strategy, the client, and the broader landscape
- Undertake market intelligence to monitor issues and the external environment to aid regular review of programme strategy and proactively provide intelligence and recommendations to clients, including keeping up to date with relevant media coverage and policy developments in health and care.

Knowledge, skills and experience:

- You are great at relationship building and a team player
- You take responsibility for your own actions and like to get things right
- You are flexible in your approach to work, collaborative to support across the team to get things done
- You are a detail-orientated problem solver, with great organisational skills
- You have strong presentation and communication skills, written and verbal
- You can remain calm in pressurised situations
- You have some experience of working within healthcare communications, with a good knowledge of health and the value of technology in healthcare
- You have experience of implementing campaigns, brand initiatives and social media
- You take pride in your work, excited by new opportunities and bring ideas and enthusiasm for Blue Lozenge and for your clients
- You are highly inquisitive, curious, committed to your own professional development and stay up to date with developments in healthcare, communication and public relations
- You can use all Microsoft teams packages, including excel and powerpoint proficiently, it will be advantageous to be competent in other team tools for example Trello, Canva or Miro.

Benefits of being part of #TeamBlue

We're a lovely bunch of people who are committed to doing meaningful work. Family is important to us and we have designed our benefits package to reflect that and as our business grows we will continue to develop this further.

- Flexible working - we will offer you genuine flexibility with your work and autonomy to manage it effectively, as well as part time and job share arrangements
- Digital first working - we have a digital first policy, therefore for the majority of your working time you can work from a place of your choice
- Face-to-face team days - connection is important to us, therefore we have a regular programme of compulsory team days (one per month)
- Expenses covered for travel to client meetings where required
- Professional development - we will give you access to learning and development opportunities with access to client networks and support in career development, including the CIPR, PRCA and IOIC
- Holiday package of 25 days plus 8 days bank holidays per year
- Christmas break - our offices are closed between Christmas and New Year
- Birthday break - we offer everyone an additional day's leave for your birthday
- Employer pension contribution.