



POSITION DESCRIPTION

SENIOR ACCOUNT MANAGER / ACCOUNT DIRECTOR

About Wellmark

Wellmark is an independent, Melbourne-based creative agency specialising in healthcare communications. Our clients include Australian divisions of major international pharmaceutical companies, national and state-based healthcare providers, as well as major corporate entities and B2B companies involved in the delivery of healthcare services or products. Using an integrated marketing communications approach, our focus is on the delivery of strategy-led, multi-channel campaigns that work together to build brands. As such, we do not work on isolated tactics nor do we exhibit channel bias. Our work spans the entire spectrum of healthcare communications, from medical education of healthcare professionals through to health consumer marketing. To see some of our latest work, please visit wellmark.com.au.

The position

As a Senior Account Manager/Account Director, your primary role will be to maintain and develop a set of existing accounts profitably. Reporting to the Director of Strategy and Planning, and with guidance from other senior team members, you will be responsible for leading and guiding our clients regarding all account matters, and managing the delivery of projects on time, on budget and 'on brand'.

Key tasks and responsibilities

EXTERNAL

Under direction of, and with regular feedback from the Director of Strategy and Planning:

- Receiving briefs and preparing responses, including:
 - Helping to interpret the brief and contextualise the client's needs
 - Helping to formulate effective and efficient ways of meeting these needs
 - Identifying appropriate production, media and event solutions and liaising with third party providers to coordinate cost estimates and delivery timelines
 - Preparing and presenting proposals, reports or email communiques that summarise our recommendations, along with related costs and timelines
- Managing the delivery of projects (*ad hoc* or ongoing) to meet client satisfaction, including:
 - Attending client meetings and taking and analysing client briefs
 - Attending to all account-related administration
 - Helping to find new and different ways to deliver superior client service
 - Communicating competently and professionally with clients, customers, and advisers of clients (e.g. other agencies, consultants) when required
 - Meeting client procurement and billing policies.

INTERNAL

Under direction of, and with regular feedback from the Director of Strategy and Planning:

- Working within internal budgets and timelines for projects
- Supporting the rest of the creative team, including:
 - Communicating competently and professionally with colleagues
 - Leading and contributing to internal meetings, analysing marketing issues and 'brainstorming' strategic and creative solutions
 - Working with the team to devise concepts and formats for effective, relevant and innovative strategic communication executions
 - Facilitating streamlined production by sourcing third-party suppliers and costs, and undertaking other production management tasks
- Following the firm's basic disciplines in time recording, client management, filing and other administrative processes, including
 - Keeping complete account of time spent on chargeable and non-chargeable work
 - Adhering to and contributing to the improvement of Wellmark's procedures and policies
- Contributing to business development, including:
 - Identifying prospects with 'fit'
 - Developing activities and initiatives to support agency awareness and relationship building with new contacts
 - Identifying potential opportunities within existing accounts and client companies (and revitalising existing accounts)
 - Preparing and presenting creative pitches and proposals.

Our requirements

EXPERIENCE AND EDUCATION

Tertiary-level degree, e.g. Bachelor of Arts or Communications (ideally with completion of media, marketing or communications subjects) and a minimum of 3 years' agency experience. A life sciences degree and/or prior experience managing pharmaceutical and/or healthcare accounts would be highly valued, as would experience in the digital marketing space.

PROFESSIONAL COMPETENCIES

The successful candidate will be able to clearly demonstrate:

- Excellent organisational skills and attention to detail
- An analytical mind capable of exercising sound judgement and finding creative or practical solutions to everyday challenges
- Ability to work autonomously and in a team environment
- A solid understanding of digital marketing tactics and execution (e.g., social media campaigns)
- Strong verbal communication and interpersonal skills as appropriate to a professional client service environment
- A desire to flex their creative muscle when the opportunity presents
- A working understanding of Mac and Windows environments and familiarity with project/team management tools (e.g., Streamtime, JIRA, etc.)

BEHAVIOURAL/PERSONAL COMPETENCIES

- Has presence
- Displays initiative
- Is a team player with a strong work ethic, with a willingness to roll up their sleeves and do what's necessary to make things happen for the client

- Personal style suited to a customer service environment (and delivery thereof)
- Is confident, energetic and enthusiastic
- Displays calm and resilience in high-pressure environments

Interests/orientation/professional development

- This is a role in which you will be expected to lead and manage accounts autonomously and inspire our clients with confidence along the way.
- Given the focus of our business, you should feel comfortable managing accounts that seek to grow healthcare-related products and services.
- Future potential roles within the company that a Senior Account Manager may work towards include Account Director, Group Account Director, Business Development Manager, Client Services Director, Strategist/Planner.

Location, hours and travel

- Melbourne-based office
- Occasional interstate travel (usually to the eastern seaboard; typically depart/return same day)
- Standard hours Monday to Friday, 8.30 am–5.30 pm (unless agreed otherwise)
- Overtime is never onerous and reimbursed as time-in-lieu.

Our values

The successful candidate will embody the Wellmark values:

<https://wellmark.com.au/wellmark-oath/>

Further information

Please contact:

Michael Smith, Managing Director

michael.s@wellmark.com.au

+61 3 8373 2780