



POSITION DESCRIPTION

ACCOUNT MANAGER

About Wellmark

Wellmark is an independent, Melbourne-based creative agency specialising in healthcare communications. Our clients include major international pharmaceutical companies and their local affiliates, 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 an account manager, your primary role will be to maintain and develop a set of existing accounts profitably while working to identify and develop new business opportunities within the context of those accounts.

Reporting to the Director of Strategy and Planning, you will be responsible for ensuring Wellmark delivers projects on time, on budget and 'on brand', through the day-to-day management and direction of clients, team members and relevant third parties.

Key tasks and responsibilities

EXTERNAL

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

- Receiving briefs, preparing and presenting proposals including:
 - Interpreting the client brief, helping to contextualise the client's needs within a strategic framework and formulating effective and efficient ways of meeting these needs
 - Analysing the information and insights gathered and formulating recommendations that directly address the client's or prospect's needs
 - Writing up and presenting reports that summarise our processes, findings and recommendations
 - Presenting at client workshops, pitches and creative presentations
- Managing the delivery of projects to meet client satisfaction, including:
 - Attending client meetings and contributing to taking and analysing client briefs, and preparing related meeting reports and work-in-progress summaries
 - Preparing statements of work (clearly defining and outlining project scope and specifications), estimates and timelines
 - Proactively finding 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, and negotiating contracts with favourable business terms for Wellmark

- Marketing Wellmark’s services to existing (and new) clients and actively participating in new business initiatives including:
 - Playing a key role in servicing and selling to Wellmark’s existing clients (within and beyond accounts)
 - Identifying and formulating a strategic approach to new business opportunities among both new and existing clients, as well as identified prospects, and converting opportunities to sales.

INTERNAL

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

- Establishing and monitoring internal budgets and timelines for projects, identifying variances and providing constructive feedback to team members
- Providing strategic input and guidance to other team members on client projects (at account and campaign level)
- Supporting the rest of the creative team, including:
 - Communicating competently and professionally with colleagues
 - Contributing to internal meetings, analysing clinical and 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, when required
- Identifying the strategic focus of new business development activities and aligning with organisational needs, internal resources, competitor and external environment

- 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.

Our requirements

EXPERIENCE AND EDUCATION

Tertiary-level marketing qualification and several years' experience in an account (or project) management role in a medical or marketing communications agency. Alternatively, the successful candidate will have significant experience and/or a degree in an area otherwise relevant to the agency's core business, e.g. the health sciences, while demonstrating a thorough understanding of marketing as it applies to Wellmark's core business. Evidence of superior customer or client service experience is highly regarded. Relevant agency experience in marketing (or medical) communications, including some copywriting experience and understanding of the creative process, is also highly desirable.

PROFESSIONAL COMPETENCIES

The successful candidate will be able to clearly demonstrate:

- An understanding of the commercial and strategic imperatives that influence company and client decisions
- Ability to research, distil and synthesise a client's needs over the life of a brand or campaign
- Ability to understand a specific brief within a brand's broader strategic context
- Excellent project management and client relationship management skills
- Ability to influence others and savvy commercial judgement

- Ability to work autonomously and in a team environment
- Ability to translate high-level strategic concepts such that they are relevant to and benefit all team members
- An understanding of marketing strategy as applied to the planning and execution of marketing and business communications
- Strong verbal communication and interpersonal skills as appropriate to a professional client service environment
- Be highly literate in Microsoft Office applications and account management tools and software, e.g. Excel, Streamtime, ClickUp or equivalent.

BEHAVIOURAL/PERSONAL COMPETENCIES

- Presence
- Team player
- Ambition
- Initiative
- Confidence
- Commercial awareness
- Customer service orientation
- Energy and enthusiasm
- Self-insight
- Desire to learn
- Resilience

Interests/orientation/professional development

- Interest in continuous challenge and improvement, in particular learning how to generate new business leads and build profitable client relationships via strategy-led account management within a creative environment

- Desire to advance a successful career in marketing communications by undertaking further study or otherwise and, in so doing, contribute meaningfully to the success of Wellmark
- Future potential roles within the company that an Account Manager may work towards include Senior Account Manager, Account Director, Director of Strategy and Planning.

Location, hours and travel

- Melbourne-based office (access to a car for off-site client meetings is helpful)
- Very occasional interstate travel (usually to the eastern seaboard; typically depart/return same day; once or twice per year)
- Standard hours Monday to Friday, 9.00 am–5.30 pm (or 8.30 am–5.00 pm if preferred). We run a family-friendly organisation and while overtime is sometimes required, it is never consistent nor onerous. Overtime is not paid but is compensated as time-in-lieu.

Our values

The successful candidate will embody the Wellmark values. We are:

Accomplished, clever and informed

We excel at distilling complex information into truly effective communications. We are both creative and technically minded, and we relish the challenges posed by strategic design and brand building. We are thought leaders committed to breaking new ground and to exceeding expectations.

Savvy

We live by our professional approach, our sharp focus on our clients' needs and our deep understanding of commercial objectives and priorities. Our

ability to execute creative solutions that genuinely support our clients' commercial and strategic imperatives is what sets us apart from our rivals.

Trusted

In our dealings with each other, our clients and our suppliers, we act with honesty, integrity and respect. By building trust, we enable our clients to tread boldly and bravely. Our most exciting work happens when we bring people together and take them on the journey with us.

Inclusive

We work in partnership with each other, our clients and our suppliers. We value the diversity of skills and perspectives in our team and yours. For us, the flow of our work is all-important, so we tolerate no boundaries. We enjoy the company of others, we respect everyone's contributions, we get on; we connect.

Spirited

We enjoy what we do and it shows. We want our clients to not only value the excellent results they receive from us but to enjoy the experience of working with us.

Further information

Please contact:

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