

GENTLEMAN'S JOURNAL

ACCOUNT MANAGER

The Details

Gentleman's Journal is looking for a personable and organised Account Manager with great communication skills.

The Account Manager will be responsible for being the key point of contact for Gentleman's Journal's clients, checking in with each on a regular basis to ensure that they are happy with the service.

You will work closely with the commercial team of Gentleman's Journal, making sure that communication with each client is coordinated and opportunities are maximised.

Key Areas of Responsibility

Servicing of key commercial accounts

- Ensuring key clients are regularly updated with the latest offerings, initiatives and tactical opportunities throughout the year.
- Maintaining and updating the client database to ensure all contact details are accurate and refreshed.
- Working with the commercial team and accounts department to enable smooth and prompt billing and payment procedures.
- Liaising with internal teams across commercial and editorial to maximise opportunities for the client partners on a continual basis.

Management of live commercial campaigns and reporting

- Monitoring live campaigns and working closely with commercial, editorial and social media teams to ensure optimisation of each campaign according to KPIs.
- Liaising with internal teams and clients to ensure all appropriate assets are submitted for commercial projects.
- Closely working with the Managing Editor and commercial team to ensure all projects are scheduled and run on time as per agreed live dates.
- Producing end of campaign reports for each commercial project using Google Analytics and in-house social reporting.
- Overseeing advertising production as the contact point for artwork for print and digital editions.
- Working closely with digital director on digital campaigns and the delivery of correct artwork files.
- Assist with flat planning of the print and digital magazine issues and positional guarantees for advertisers.

Sourcing new commercial leads and monitoring competitive titles

- Regular monitoring of competitive titles in digital and print to document, track and share new potential sales leads.
- Keeping updated with trade press and industry sources to identify new opportunities and launches.
- Working across the GJ portfolio to identify new opportunities for revenue diversification via Membership, GJ Shop, live events and product.

The Person

- Excellent organisational skills
- Proficient with Microsoft Excel
- Personable and confident
- Strong understanding of digital marketing and social media
- Commercially aware

Apply

If you are interested to apply for this role, please provide your CV to Harry Jarman (harry@thegentlemansjournal.com).