



Creativity is the cure.™

Being a superb  
Senior Account Manager  
at createhealth



# Job description

**Role:** Senior Account Manager  
**Reporting to:** Account Director  
**Direct reports:** One (Account Manager / Exec)  
**Location:** Bristol, UK

**The company:** **Injecting a dose of creativity into healthcare communications**

If you like to make things better, you've come to the right place.

We're Create Health, a proudly independent, agile Med Comms and Advertising agency dedicated to bringing much-needed creativity to healthcare marketing.

We believe data and stats have their place, but if you truly want to change hearts and minds you need to **move** people; make them **feel** something.

Our strategic and creative thinking has the power to do this.

We invest time in creating the truly contagious - ideas rooted in empathy and truth, made to motivate and simple in thought, no matter how complex the science.

It's our cause.

**Creativity is the cure™**

**Job purpose:** Lead a client account, or set of accounts, within Create Health, ensuring that they are profitable and growing. Take responsibility for the delivery of quality creative work that meets our client's needs and addresses their business problems.





**Job  
accountabilities:**

- Direct and develop your client account(s) by leading clients, cross agency teams and internal colleagues so that projects are delivered effectively to a high-standard and profitability. Enabling us to grow the client's financial and creative worth to Create Health.
- Oversee and direct operational aspects of your client account(s) by briefing, collaborating and reviewing your team to ensure high client advocacy scores.
- Manage your projects within the agency effectively by ensuring there are clear timelines, budgets and the correct amount of resource booked in.
- Ensure briefs are clear in their deliverables for the cross agency teams, signed off by client, and reflective of the agreed scope of work / budget.
- Establish trusted relationships with clients to ensure these developed accounts achieve significant growth ahead of target.
- Manage your client account(s) project pipelines and provide the Finance Manager/Creative Partner with accurate in month financial forecasts.
- Support the Finance Manager by driving team utilisation and recovery targets across your accounts so that the business is profitable each month.
- Positively contribute to the culture of Create Health and help grow our employee value proposition.

**Measures for  
the role:**

- Client satisfaction (measured via client survey) across client servicing, strategic thinking, creative thinking and quality of delivery.
- Commercial performance (accurate forecasting and delivery of monthly revenue) plus 100%+ time recovery.
- Client revenue (financial value to Create Health).

**Other  
information:**

- Occasional travel is required.
- Usual place of work is Bristol.
- Client requirements and their locations mean working hours vary week to week within the norms of what is expected working within a marketing agency.



# Specification for Senior Account Manager

## Experience:

### Essential

*Considerable experience in:*

- Working in an advertising and/or marketing agency
- Directing sizeable accounts (each >£100k pa)
- Doing digital, direct marketing, advertising start-to-finish projects (PR or media planning/buying backgrounds are less suited to this role)
- Acting as senior client point person
- Managing a team
- Successfully presenting, writing presentations / proposals, directing the process to get there.

### Desirable

- Medical device marketing
- Consumer health / well-being marketing
- Understanding of brand and marketing strategy
- International experience (working abroad / foreign languages)

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## Skills:

### Essential

*Considerable experience in:*

- Client management
- Account management
- Proposal writing and reviewing
- Presentation writing and reviewing
- Creative brief writing, briefing digital projects
- Writing, reviewing and directing teams to generate high quality client budget sheets, internal client P&L sheets, client / project plans, costing proposals and project burn rates / post-project reviews and reconciliation
- Evaluating project performance
- Financial and commercial management, with an established process for budgeting, forecasting, invoicing, recognising and deferring revenue, value-based pricing, cash recovery / conversion management and managing accounts to a tight monthly cycle
- Word, PowerPoint, excel and other standard office product literate
- Fluent / native English speaker

### Desirable

- Synergist PM software
- Hubspot CRM
- Strong client-action-planning approach to servicing and developing clients
- Pitching with high levels of success
- Selling and negotiation skills, creating 'products' and packages clients are persuaded to buy, and managing fee and commercial reviews / procurement processes
- Exposure to digital and marketing channels and strategies
- Guest / public speaking



**Competencies/  
behaviours:**

**Essential**

*Passion for:*

- Making clients happy
- Creating great work
- Marketing and communication, using it to influence mindsets and motivate action
- Presenting and pitching
- Developing people

*Plus:*

- High drive, energy and commitment
- Owner manager & capable delegator
- Goal and solution orientated
- Relationship builder
- High attention to detail
- Results focussed
- Commercially savvy
- Influential and ambitious
- Excellent written, verbal and non-verbal communication
- Team leader
- Always learning – skills, industry and client knowledge.

**Desirable**

- Happy networking
- A character within the team

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**Qualifications:**

**Essential**

- Right to work in the UK

**Desirable**

- Marketing or Science degree
- CIM

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**Other:**

**Essential**

- Excited to travel within UK and Europe
- Happy to fly
- Driving license, happy to drive
- Happy with occasional overnight stays

