



Senior Account Manager / Account Director Job Description Sport & Fitness department

About Us

The PHA Group is one of the fastest growing and most dynamic PR companies in the UK, proud to have achieved an array of industry awards whilst delivering exceptional levels of service to many high profile clients. Based on Wardour Street in Soho, we are an entrepreneurial, news driven agency and we invest heavily in the career development of our people.

Our award-winning Sport and Fitness department have an enviable client list, an excellent reputation and an outstanding track record of delivery. The team culture is one where hard-working, energetic, enthusiastic individuals will thrive.

The PHA Group Values

- Pride
- Results driven
- Credibility
- Entrepreneurial spirit
- Collaboration
- Ambition
- Fun

Role Responsibilities

Account management

- Responsible for managing and running a portfolio of clients on a “need to know” only basis with regard to Directors to include overall management of strategy for each client, the generation of creative ideas and campaigns to keep accounts fresh, responsibility for maintaining PHA’s high standards across all client and account work, handling client communication and reporting and building strong relationships with all clients, managing delivery timelines and ensuring delivery targets are met or exceeded at all times, and working a strategy for contract renewal.
- Expanding contacts for the department and building your own network of influential sports and fitness journalists/writers/influencers for the benefit of the whole team (and wider company)

Team management

- Lead and motivate a talented group of individuals across all the accounts that you lead on, and more generally inspire all junior team members through your contribution to the department and the company.
- Provide more junior staff with ongoing support and feedback, to help them develop their individual career plans
- Oversee delivery of work and client relations, and lead from the front in terms of delivering coverage – all team members are expected to role sleeves up and get involved in sell-ins and media engagement.
- Ensure our high standards are maintained at all times.
- Effectively ‘manage up’ to Associate Directors and Director of PR to ensure smooth running of accounts.

- Identify any performance related issues and flag with Associate Director/Director of PR

Commercial growth

You will have a strong understanding of how your accounts fit in to and contribute to the overall department commercial performance. Candidates at AD level will be expected to take responsibility for maintaining an agreed level of fee income and maintaining an awareness of where they stand in relation to targets at all times, as well as what they need to do to maintain / improve results.

Business development

- Develop a strong personal new business pipeline for the department, sourcing opportunities from cold, but also working with the central business development team to progress inbound new business conversations and enquiries.
- Will be responsible for producing new business proposals and strategies, and will be involved in new business pitches, presentations, meetings and calls.
- Candidates at AD level will be expected to engender a new business ethos across the department as a whole, driving an element of the department business development strategy and working with the rest of the team to aid their contribution to the business development process.
- Continue to improve the collateral (creds books, case studies, testimonials) we use for new business purposes.

About You

We look forward to hearing from people who can demonstrate energy and enthusiasm for any challenge they encounter. Keen to be involved in an exciting array of accounts and to develop their career in an award winning, innovative PR agency. You will also be...

- An exceptional communicator
- Energetic and enthusiastic
- Highly committed
- Results driven
- Organised
- Passionate
- Creative
- A team player

What You Get

We offer a variety of performance incentives, a comprehensive training and development plan as well as a diverse benefits package to ensure that you are rewarded as highly as possible. We can provide more detail on this when we meet although, put simply, we believe in recognising, encouraging and rewarding talent and are recognised as one of the best places to work within the media industry and beyond.

The Team

PHA people have a real love and genuine passion for the media, are driven by results and are hugely successful. We think creatively in order to differentiate ourselves, develop new approaches and deliver an outstanding level of service to all. Our success is driven by the commitment, work ethic and exceptional communication skills of our team and if this sounds like you, we would love for you to get in touch. You can send your CV & covering letter to natashan@thephagroup.com

Hours

Hours will be 8:30am to 5:30pm Monday to Thursday and 8:30am to 4pm on Friday.