



Twofour is an international media group. A major independent TV producer, it also leads the way in convergent television providing technical solutions for broadcasting and business communications.

JOB DESCRIPTION

Job Title: Account Executive
Reporting To: Account Manager
Line Manager of: N/A
Job Location: Either London or Plymouth

Main Purpose of Job

Support the Account Manager in managing key clients - cultivating good relationships, undertaking some of the day-to-day administration and reporting, assisting with growing the accounts.

Detailed Duties

1. Liaison with client - acting as a link between the client and internal teams where required.
2. Working with the Account Manager to take briefs and produce proposals/pitches.
3. Managing projects utilising the internal team, ensuring delivery to client brief and to budget.
4. Research and production of reports - evaluation, contact reports, etc.
5. Undertaking administrative and scheduling tasks.
6. Assisting the Account Manager in implementing the account plan and growing the account.
7. Ownership of some ongoing projects/channels, depending on account requirements.

Key Objectives

Revenue and margin targets will be set for each account. The Account Executive will work with the Account Manager to achieve these.

Special Factors

There will be requirements to travel between client and other sites.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Education & Experience	<ul style="list-style-type: none">• Degree level or equivalent• Experience of working with clients or in a production (communications, video or multimedia) environment	
Knowledge	<ul style="list-style-type: none">• Understanding of web 2 technology and video/TV based communication	
Specific Skills	<ul style="list-style-type: none">• Good communication and relationship building• Oral and written presentation skills• Organisational skills	
Personal Attributes	<ul style="list-style-type: none">• Highly organised, conscientious and good at building and maintaining relationships, as well as working within a team environment.	
Other Requirements	<ul style="list-style-type: none">• Ability to travel between sites.	



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JOB DESCRIPTION

Job Title: Account Director
Reporting To: Head of Client Services
Line Manager of: Account Manager(s)
Job Location: Either Plymouth or London

Main Purpose of Job

Running a number of key client accounts on a strategic level. Working with the Account Managers to produce account plans for management and growth, and build relationships with senior management. Overall responsibility for meeting revenue and margin targets for their client portfolio.

Detailed Duties

1. Direct account management activity - formulating and implementing account plans, and running account management process.
2. Maintain strategic overview of key accounts and their markets - running regular internal and client facing account reviews.
3. Keep abreast of, and react to, internal and outside issues and events that might impact upon accounts.
4. Act as consultant/advisor to client and build good relationships with senior management.
5. Ensure that Account Teams have good knowledge of all Twofour products and services and are actively promoting them to their clients.
6. Work with the Business Development team to exploit opportunities with new clients and develop pitches for new accounts.

Key Objectives

- Reaching and exceeding revenue and margin targets for client portfolio.
- Managing and motivating account teams.

Special Factors

Travel between client and other sites will be required.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Education & Experience	<ul style="list-style-type: none">• Degree level or equivalent• Experience of Account Management and client handling in a creative or communications environment	<ul style="list-style-type: none">• Hands on experience of working within video, multimedia or communications fields.
Knowledge	<ul style="list-style-type: none">• Understanding of business process, web 2 technology and video/TV based communication	
Specific Skills	<ul style="list-style-type: none">• Relationship building• Strategic planning• General financial understanding• People management• Oral and written presentation skills• Communications expertise	
Personal Attributes	<ul style="list-style-type: none">• Motivated and organised with the ability to motivate staff and inspire clients	
Other Requirements	<ul style="list-style-type: none">• Ability to travel between sites	



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JOB DESCRIPTION

Job Title: Account Manager
Reporting To: Account Director
Line Manager of: Account Exec - where in place
Job Location: Either London or Plymouth

Main Purpose of Job

To cultivate a good relationship with key clients and prospects within their accounts, protecting and developing existing business and maximising profitability. Responsibility for growth of the account - increasing business to meet agreed revenue targets.

Detailed Duties

1. Act as primary client contact - building relationships with key clients and potential clients/influencers.
2. Form and maintain a detailed understanding of clients - their objectives, market position and requirements.
3. Take briefs from clients and work with internal teams to prepare and deliver pitches and proposals.
4. Oversee delivery of projects to brief, to budget and to client expectations.
5. Run internal Account Management processes including:
 - regular client meetings
 - production of contact reports
 - channel planning and management process
 - project evaluations
 - internal and client facing account reviews
 - management of pipeline
6. Create and manage account plan for development and growth of account.
7. Understand and promote the full range of Twofour's product and service offering.
8. Work with the Business Development team, where required, to prepare and deliver pitches and proposals for prospective new clients.

Key Objectives

As well as objectives outlined above, a revenue and margin target will be assigned to each key account and it will be the Account Manager's responsibility to ensure that these are met.

Special Factors

Travel to and from client, and other, sites will be required.

PERSON SPECIFICATION

Criteria	Essential	Desirable
Education & Experience	<ul style="list-style-type: none">• Degree level or equivalent• Experience of account handling in a creative or communications environment	<ul style="list-style-type: none">• Hands on experience in video, multimedia or communications fields.
Knowledge	<ul style="list-style-type: none">• Understanding of web 2 technology and video/TV based communication	
Specific Skills	<ul style="list-style-type: none">• Good communication skills• Excellent oral and written presentation and communication skills• Ability to translate creative ideas into practical solutions• Excellent organisational skills	
Personal Attributes	<ul style="list-style-type: none">• Friendly, with an interest in building relationships.• Conscientious, imaginative and tenacious about developing new opportunities.	
Other Requirements	<ul style="list-style-type: none">• Ability to travel between sites	