

Job Title

Account Manager

FSLA Status

- Non-Exempt
- Exempt

Reports To

Sr. Director

Date Revised

May 2010

Job Summary

The Account Manager is primarily responsible for the day-to-day operations and account team oversight for voluntary patient ambassador networks. The Account Manager is a key contact with the pharmaceutical client and is responsible for the management of ambassador engagements and operational issues of the account team. The Account Manager serves as the bridge between the strategic services of the Account Director and the tactical assignments of the Account Executive, Administrative Account Executive.

Essential Job Functions

The Account Manager manages the day-to-day activities of the voluntary patient ambassador networks, including providing direction and assignments to account team members responsible for ambassador recruitment, engagement and communication. The Account Manager serves as the Team Lead and Editor in the tactical execution of the goals of an account, and interacts directly with pharmaceutical clients to report on progress toward and execution of those goals. To be successful, the Account Manager must effectively assign and manage tasks among account team members and develop solutions that address the immediate and systemic operational needs of multiple accounts. The Account Manager is expected to be a manager in client relations, strategic services and business development. Responsibilities include:

- Day-to-day operations manager of voluntary ambassador networks
- Team member oversight for multiple accounts
- Account reporting, analytics and presentations for client and H.A.S. management
- Relationship manager for clients' key partner agencies, including public relations, advertising and marketing partners
- Identification of new business opportunities within existing networks and client partners
- Editor and Project Team Lead for materials and processes supporting the execution of voluntary patient ambassador networks
- Managing and supervising a minimum of one Account Executive and/or Administrative Account Executive
- Nurturing and develop effective relationships with client, patient advocates, vendors and agency partners
- Ability to work in a dynamic environment where work priorities can often change
- Other duties as assigned

Other Duties

The Account Manager position is required to account for her/his time through the company time management program. The Account Manager position is expected to work 85% on account work and 15% or less on administrative tasks not related to client work.

Educational/Skills/Minimum Experience Requirements

- Excellent verbal and written skills (writing samples requested);

- Superior interpersonal skills with proven track record of developing and maintaining excellent relationships;
- Experience in project management and staff management;
- Understanding of public relations and marketing program components and approaches;
- Ability to manage and mentor staff with a focus on problem solving and skill development for staff;
- Demonstrated success in detail-intensive work;
- Demonstrated ability to manage and balance multiple projects;
- B.A. in English, Journalism plus a minimum of 4 years work experience in media relations, public relations, marketing, advocacy work and/or health care-related writing *OR* the equivalent in education and experience;
- Skilled in Microsoft Excel and PowerPoint; Access a plus;
- Previous work with patients and health care staff and/or in the health care field desired.