

ACCOUNT MANAGER

We're always looking for fresh talent to join our lead generation team, working with some of the UK best agencies, to drive their new business opportunities.

WHO ARE INGENUITY

**A new business consultancy with a difference.
We help agencies, Brands and Tech businesses
start new relationships.**

We've always been the trailblazer in the new business space and have now created a lead generation model which is completely unique encompassing Events, Content, PR, Digital, Brand Partnerships and Insight.

ABOUT YOU

Proactive, a good communicator and articulate. You'll possess a can-do attitude, be very personable and ideally come with an understanding of marketing services and the creative agency landscape.

An organised person who thrives in a entrepreneurial environment and is keen to get on, with direction but without micromanagement. In return we'll give you the opportunity to learn, grow and progress through the business.

Ideal candidates will have some experience across any of the following area's;

- event sales or sponsorship, agency new business, new business consultancy, intermediary membership or partnerships
- or across relevant marketing publications. Knowledge is crucial to the role.
- A good understanding of marketing disciplines (Digital Marketing, Direct Marketing, PR etc) and brands#
- A good knowledge of the agencies that specialise in different marketing disciplines

PURPOSE

Drive new business opportunities for clients.

Understanding your clients' needs and objectives, playing an active role on behalf of Ingenuity for our clients and providing excellent service across all your accounts, helping them to win new business.

THE ROLE: FINER DETAILS

Responsible for day to day client contact of around 3 to 4 accounts and day today prospecting by email and phone.

Account Managers will spend time getting under the skin of their clients whilst working on accounts, developing their knowledge and understanding of the different industries and sectors.

Responsible for building a worthwhile pipeline and fully qualified meetings for clients, as well as suggesting potential insight leads to the Business Director on the account.

Actively prospecting on 1-3 client accounts following completion of all training modules and passing probation.

Take part in strategy sessions and brainstorms for your client and assess the success of your campaigns continuously throughout prospecting.

Join Ingenuity party movement to help come up with ideas for and organise company events and socials.

Write and deliver weekly reports for all client accounts you are running.



LIFE AT INGENUITY

We are a friendly, open and approachable team. Providing a range of continually evolving internal initiatives to create a supportive and fun work environment is a priority. Highlights include...

Monthly '**Beers, Peers and Ideas**' forum focuses on learning from industry colleagues – both internal and external – helping everyone build their understanding of the broad and fast-moving marketing landscape.

A dedicated **Mental Health Team** shines a spotlight on mental health awareness. They are on hand to speak to with any concerns or just offer a friendly ear. They host regular sessions to provide support and educate the whole business.

An ongoing **Women's empowerment programme called The Power Series**. We invite external speakers from all walks of life to address key topics with a focus on the experience of women and allyship.

Our **Diversity, Equity & Inclusion Network** covers a broad range of issues, focusing on driving real change within the business and considers how Ingenuity can affect positive change in the wider industry. You can read our statement below:

Ingenuity (*in-ge-nu-ity*)

(1) *Noun the quality of being clever, original, and inventive*

Diversity is at the core of living up to the definition of our company name. At Ingenuity, taking strong and evolving action around diversity and inclusion is more than just a responsibility, it is an imperative. We are single minded about mandating diversity and cultivating inclusion within our business and industry. We have fully committed to normalising criticisms and feedback, inviting accountability, and proactively moving our feet in response. We seek to create a work place that celebrates and welcomes our differences, and we recognise our unique position within the industry to affect change. But, we acknowledge that this is not a stationary goal. For Ingenuity, there is always more to do.

Everything we do at Ingenuity is about **connection** which is why we also provide a variety of other opportunities to connect more informally as a company with **regular socials**, a **book club**, an **Ingenuity running club on Strava** and much more.

SOUND LIKE YOU?

Please send your CV to fiona.craig@ingenuitylondon.com if you think this could be the perfect next step in your career!

