



Role: Account Coordinator

POSITION REPORTS TO Account Directors & Account Managers

PRINCIPAL RESPONSIBILITIES: (Include but not limited to:)

- Receive briefs from clients and communicate with the client directly to achieve cohesion on the brief. Once communication has been undertaken, brief the McKenzie team internally on the campaign for implementation (creative/social/digital)
- Direct day to day communication on the above briefs internally and to clients
- Work with AD's and AM's on receiving media schedules for outdoor/social/digital campaigns and implementing these figures into our system once approved
- Write proposed copy for: social posts, radio scripts, imposed copy on social activity
- Request forecasts for briefs from the team internally
- Conduct and be involved in WIP/Catch-up/Debrief conversations/meetings with clients on a minimum weekly basis
- EOM invoicing duties, billing clients for their monthly activity and sending timely reporting
- Communicating with clients and educating them on campaign solutions/recommendations
- Involvement in client pitches, conducting research, assisting with strategy, communicating with suppliers and building presentations
- Be involved in all learning opportunities, learn from every department and request further learning

KEY POSITION CRITERIA: (Core Competencies, Qualifications & Role Requirements)

- Self-motivated and able to work autonomously
- Outstanding time management skills
- Organised
- Flexible
- Confident and engaging communicator
- The ability to work well under pressure
- Eager to learn
- Positive and enthusiastic attitude