

Senior Account Manager (Marketing)



alestrasolutions@gmail.com

Phone :

Web :

Job Summary

Vacancy :

Deadline : Jun 25, 2025

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Employment Status : Full Time

Experience : Any

Salary : £41K - £49K

Gender : Any

Career Level : Any

Qualification :

Job Description

An award-winning, integrated PR & Marketing agency known for its collaborative culture and bold, creative campaigns is hiring a **Senior Account Manager** to lead some of its most high-profile B2B tech work. A key part of the role is leading the social media programme for one of the world's most recognisable CRM brands, so we're looking for someone who *really* gets social media marketing.

You'll need to be highly accountable, commercially minded, and calm under pressure, confident leading clients, managing complex programmes, and mentoring junior colleagues to do their best work.

The Role

As Senior Account Manager, you'll lead the end-to-end delivery of integrated campaigns, with a focus on B2B social media, content marketing, and client leadership. You'll be the main point of contact for a key social account, as well as oversee additional, exciting client work, ranging from brand strategy to thought leadership, content production, and value proposition work.

You'll report to an Account Director, work closely with a junior AE, and play a critical role in shaping the structure, workflow, and success of the wider client services team.

Key Responsibilities

- **Client Leadership:** Act as the strategic and delivery lead for a global CRM client's B2B social media programme
- **Social & Digital Strategy:** Lead planning, content calendars, reporting, and community engagement across platforms like LinkedIn, Instagram, YouTube, and TikTok
- **Resilience & Calm Under Pressure:** Confidently navigate clients and provide stability, direction and solutions when challenges arise
- **Content & Campaign Management:** Oversee the creation and delivery of integrated campaigns including rebrands, thought leadership, and product launches
- **Mentoring & Team Management:** Support and coach junior team members with confidence and clarity, knowing when to delegate and when to step in
- **Cross-functional Collaboration:** Work across content, strategy, and creative teams to ensure seamless, high-impact delivery
- **Account Structuring & Workflow:** Help shape how accounts are split across team members based on skill and capacity, driving efficiency and clarity
- **Commercial Awareness:** Manage budgets, timelines, and resource allocation, always with a view to delivering value for the client
- **New Business & Growth:** Spot opportunities for client growth and contribute to new business and pitch efforts

The Ideal Candidate

- Strong agency experience in **B2B marketing**, ideally with tech or SaaS clients
- A **proven track record** leading integrated marketing or communications programmes, particularly in social and content
- Deep knowledge of **LinkedIn** and other B2B platforms—confident planning, optimising and reporting on social strategy
- Resilient, pragmatic, and able to maintain a calm, professional “game face” in client-facing situations
- Experience managing and mentoring junior team members
- Skilled in content development—able to brief, write or shape copy across formats
- Excellent client management, communication and stakeholder engagement skills
- A proactive, can-do attitude with the ability to take ownership and drive work forward independently
- Experience working on brand development, analyst relations or complex content projects is a plus

Why Join?

- Lead on major, market-leading B2B tech accounts
- Hybrid working (Tues–Thurs in office) + 3pm finish on Fridays
- Genuinely supportive team culture with collaborative senior leadership
- Creative freedom and real ownership of your work
- Be part of a growing team and shape how we evolve

How to Apply

We aim to respond to as many applicants as possible. However, if you haven't heard from us within seven days, unfortunately, your application has not been successful on this occasion.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
