

Job Description	
Position	Account Manager - Motorsport
Department	Activation
Reporting to	Account Director

Role overview

At Right Formula, we create extraordinary activations and innovative campaigns with high impact that has helped deliver award winning work, loyal team members and long-term clients.

As we continue to grow, we are looking for a talented and capable Account Manager to oversee the client relationship with this exciting brand on a day-to-day basis, ensuring the partnership runs smoothly and realises the objectives. Regular contact with the client is a key part of the job, offering new and forward-thinking ideas is essential. A confident and assured attitude is a necessary as the role will include pitching strategy and ideas to the client.

Based in London, this position will require the successful candidate to travel and will report to an Account Director.

Objectives

- Manage the development and execution of the strategy as agreed with the client
- Use knowledge and skills to push the account team and Right Formula to deliver outstanding client servicing
- Build a 'trusted adviser' status directly with the client, building strong relationships and liaising with them on a day-to-day basis at middle to junior management level
- Ensure retention and growth of the client account

Key Responsibilities

- Day-to-day management of client's sponsorship objectives and liaison with clients at relevant levels
- Deliver innovative and effective sponsorship activation strategies and campaigns
- Pro-active leadership of the account team that encourages best in class performance, develop the team as appropriate, ensure no piece of work is delivered below Right Formula's high standards and the optimum utilisation of personnel to deliver a profitable account
- Generate accurate reports and status notifications, including feedback and financial reporting to the Account Director / Head of Client Services
- Manage the delivery of projects to a specific schedule and within the agreed budget
- Develop and pitch fresh and innovative ideas to the client

Skills and Experience

- A minimum of 4 years' experience across high-quality client relationship management
- A demonstrated understanding of the role sponsorship plays within the marketing mix

- A persuasive and confident approach to developing and delivering sponsorship activation
- A solid background in sports marketing or event management
- Proven track record of building and managing budgets
- Strong attention to detail and excellent written and oral communication skills
- Ability to lead and inspire a team with the capacity to manage multiple projects
- Enthusiasm, energy and an innovative approach to the role
- The willingness to note relevant trends, learn new skills and develop creative ideas
- Ability to work independently while delivering high quality work on deadline
- Creative & passionate about sponsorship, brand experience, technology showcasing
- Be hungry for the innovative, without forgetting the practical
- Willingness to work flexible work hours, including weekends
- Excellent PowerPoint and Excel skills