

**From:** Human Resource Department

**TO:** Rhoda Olajide

**Role:** Associate Consultant, Account Planning and Programmes Management

**Overseeing:** Account Planning and Programmes Mgt Team (Corporate and Consumer Portfolios)

**Reports to:** Funke and MD

**Job objectives:**

* To lead the portfolio heads, to plan, implement and realize successful campaigns and business engagement
* To guide and motivate team members on both portfolios to build capacity
* To ensure all business engagement are cost effective and profitable
* Custodian of Precise Platform Business/Work Culture within the Portfolio teams

**Job responsibilities:**

* Set job objectives that enables team members contribution to the portfolio.
* Liaise with clients to understand the background of brand, identify business objectives and design work structure within either portfolios
* Acquire a comprehensive context for strategies by analyzing information and data to determine the campaign direction
* Review teams’ monthly account plans to determine internal profitability while achieving clients’ objective
* Reviewing and approving clients’ marketing campaigns for effectiveness and appropriateness to ensure compliance with industry standards
* Review, advise and manage budgets showing cost of campaign elements to ensure client’s objectives are met and the business is profitable
* Implement and monitor effectiveness of approved campaign plans and budget
* Responsible for creating Daily, Weekly and Monthly reporting structure such as Precise tracker and monitoring, daily deliverable, weekly status report or campaign report and monthly portfolio review (Budget, financing etc)
* Represent Precise in a Consultancy Capacity at all Meetings with Client and attend agency briefings and reviews

**KPIs**

* To achieve 20% of the total revenue from New Businesses
* To achieve 50% of the total revenue from project (for both existing business portfolios)
* To help the team leads build capacity to manage campaigns from conception to execution with limited supervision within a time frame of six (6) months (August 2024)