

**From:** Human Resource Department

**TO:** Margaret Otaru

**Role:** Senior Analyst, Account Planning and Programmes Management

**Overseeing:** The Brands Team

**Reports to:** Rhoda and Funke

**Job Objective**

* To lead the Brands portfolio, working with Brand Managers to conceptualize, plan, implement and realize successful campaigns
* To deliver campaign objectives and profitability to the agency

**Job Responsibilities:**

* Set job objectives that enable team members contribution to the portfolio.
* Oversee the management of all portfolio of clients’ accounts
* Create innovative business solutions based on expert knowledge of Client’s business, industry and market trends.
* Provide strategic counsel to clients to aid their marketing campaigns and communicate with them to set project expectations, negotiate deliverables and obtain regular updates on client’s business
* Represent Precise in a consultancy capacity at all meetings with client and attend agency briefings and reviews
* Respond to clients’ inquiries in a timely and professional manner
* Partner with the rest of the company to help create and deliver outbound marketing across a wide range of services.
* Effectively monitor trends and in-depth consumer insights on various corporate
* Develop marketing campaigns and media relations strategies
* Seek opportunities for partnerships, sponsorships and advertising
* Prepare and submit reports
* Develop campaign budget, ensure profitability and invoicing
* Maintain an accurate record of all existing and potential clients
* Provide clients with information about new promotional opportunities and the progress of current campaigns

**KPIs**

* Achieve 20% of the company’s total revenue from new businesses
* Achieve 30% of the company’s total revenue from projects (for existing business portfolios)
* To coach the team members in taking ownership of the job with significant improvement within a time frame of three (3) months (i.e.,by June 2024)