

**From:** Human Resources Department

**TO:** Tobechukwu Isaac

**Role:** Analyst, Account Planning and Programmes Management(Corporate)

**Reports to:** Barnabas

Job Objectives

* To work with corporate manager to conceptualize, plan, implement and realize successful campaigns
* To deliver campaign objectives and profitability to the agency

Job responsibilities

* Regularly interact with client through telephone calls, email communications, or face-to-face meetings.
* Attend agency briefings / reviews and submit meeting / contact reports
* Support team lead in implementing campaign plan and manage the execution process (follow up with third parties, manage timelines etc)
* Responding to Clients inquiries in a timely and professional manner
* Create innovative campaign ideas based on knowledge of Client’s business/campaign objective, target audience understanding and marketing trends.
* Partner with relevant team members to create campaign, generate reports and initiate contact with potential customers and leads.
* Seek opportunities for partnerships, sponsorship and advertising
* Prepare and submit reports
* Negotiate, develop budget and prepare invoices.
* Maintain an accurate record of all existing and potential clients.
* Provide client with information about new promotional opportunities and progress of current campaigns.

KPIs

* To achieve 15million revenue from New Businesses by the end of the year
* To achieve 30% of the total revenue from project (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 May 2024)