

**From:** Human Resources Department

**TO:** Jumoke Moshood

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

**Reports to:** Margaret

Job Objectives

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

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Job responsibilities

* Regularly interact with clients through phone calls, email communication, or face-to-face meetings and attend agency briefings and reviews.
* Implement campaign plan and manage the execution process (follow up with third parties, manage timelines etc)
* Respond to client’s 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.
* Effectively monitor trends and in-depth consumer insights on various brands
* Develop marketing campaigns and media relations strategies
* Seek opportunities for partnerships, sponsorship and advertising
* Prepare and submit reports to team lead and clients
* 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

* Achieve N15m revenue from new businesses by the end of the year
* Achieve 30% of the company’s total revenue from projects (for existing business portfolios)
* Partnerships, sponsorship and advertising