

## ACCOUNT MANAGER JOB DESCRIPTION

### What we're looking for

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With a passion to learn and grow, Broad Reach's Account Manager will work directly with our senior team who will actively help them take their skills, their strategic mindset and career to the next level. The successful candidate will bring prior PR agency experience, a passion for delivering exceptional client service and the ability to develop clear and compelling written work.

### Type of work you'll support

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Some of the most respected global and national organizations trust us to drive the growth of their brands, their reputations and their businesses. In this role, you will support clients across the professional services, financial, technology, telecommunications and other sectors. Here's a sample of the type of work you will support:

#### Build strong client relationships

- Manage and grow client accounts by building strong and trusted client relationships.
- Ensure high quality work is delivered, efficient processes are used and projects are on-time and on-budget.
- Advance a strong point of view and recommendations to clients.
- Stay up to date with evolving communications trends and issues that impact clients.

#### Support traditional, social media and integrated communications

- Write clear and compelling communications including PR materials and social content.
- Develop high-impact integrated communication strategies.
- Drive PR campaign media outreach, coordinate interview opportunities and report on results.
- Oversee paid social media campaigns, including reporting.

#### Manage team members

- Have open and honest conversations with team members and provide feedback in a constructive and compassionate way that helps them deliver on their tasks and grow their skills.
- Foster trust among team members to build strong relationships.
- Project manage team workflow to deliver client projects on-time, on-budget, and within working hours.

#### Manage account financials

- Develop and manage budgets; oversee monthly reconciliations and billings.
- Flag potential budgetary issues immediately both to the Broad Reach team and to clients.
- Enter time daily and meet utilization targets.

#### Grow the agency

- Proactively pursue new business with existing clients and identify new revenue sources.
- Participate in new business activities.
- Assist with marketing, PR and social activities to raise awareness for agency.

#### Own your outcome

- Proactively seek coaching and regular feedback; be self-reflective and willing to transform.
- Co-create performance expectations and participate in monthly one-on-ones with senior leaders.

### **Live and model our agency values: “In a League of Our Own”**

- **We put people first:** We have open and honest conversations, provide feedback in a constructive way and manage compassionately. When we foster trust and build strong relationships, we all succeed.
- **We demand excellence:** We bring the best version of ourselves to work and exceed the high standards and goals we set. We are always learning, improving and growing.
- **We act like owners:** We expect everyone to act like an owner with respect to the decisions they make, no matter how big or small. We think big, have fun and are kind, caring and giving by nature.
- **We take intelligent risks:** We propel our agency forward by taking intelligent risks. While being this bold doesn't always work out, we are open about our mistakes, learn from them, and move on.
- **We live and feel our best:** When we sleep better, we eat better, we move better, and we think better. We know that this ripple effect allows us to live, feel and perform at our best.
- **We drive business results:** Everything we do is ultimately driven by our passion to create value for our clients and grow our agency.

### **Your qualifications, skills, and experience**

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- Five to seven years experience in corporate communications at a PR agency.
- Strategic thinker with a capacity for leadership.
- Direct experience supporting PR and social media campaigns.
- Strong business writing and presentation skills with the ability to build strong client relationships.
- Strong team player with the ability and desire to work directly with senior team leaders.
- A working knowledge of the Canadian social media and the traditional media landscapes.
- Proven ability to manage projects in a deadline-driven environment.
- Ability to prioritize competing demands with a keen attention to detail.
- A passion for delivering your best work possible and a desire to learn and grow.
- Proficiency with Microsoft Office (Outlook, Word, Excel and PowerPoint).
- A degree from an accredited college or university.

### **Working at Broad Reach**

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We recognize that the most important asset we have is our people. Broad Reach offers the following:

- A competitive salary and benefits package.
- Great clients and exciting projects.
- An opportunity to accelerate your career via direct access to senior leadership.
- The benefit of working in a flat agency structure with no hierarchy, bureaucracy or politics.
- An inclusive, supportive, and values-based culture that encourages and facilitates rapid and continuous learning and development.

### **Job location**

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This full-time role is based in Toronto at 330 Bay Street, Suite 1500.

### **For further information**

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Contact Broad Reach president Andrea Lekushoff at [alekushoff@brpr.ca](mailto:alekushoff@brpr.ca).