

ACCOUNT MANAGER



Duration:	Fixed Term – until June 2025
Salary:	Circa £43,000 per annum
Job Level:	4
Hours:	35 hours per week. Other flexible arrangements will be considered. On call rota is in place for this role but it is on an ad hoc basis during emergency support.
Disclosure Level:	Basic. This role involves some direct or indirect work with children.
Reports to:	Head of Creative
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ.

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Creative Team sits within the Public Engagement Directorate, which has an ambitious strategy to maximise the amount of income, influence, and impact we deliver for children. The Creative Team's mission is to lead the development and execution of innovative, high-quality content across editorial, design, video, and photography, significantly enhancing the UNICEF brand's presence and impact within the UK.

ABOUT THE ROLE

The Account Manager works with teams across the organisation to collaborate on creative briefs and develop creative project management best practices, tools and documents to facilitate efficient workflow on the creative processes. As well as representing the UNICEF brand and the Creative team's skills, processes, and ways of working to the rest of the organisation.

What we will expect you to achieve

- Lead on the creative briefing process with commissioning teams from across the organisation, to ensure briefs are audience led, child centred and on brand, and all key information is included before creative work begins on the project.
- Build positive relationships with key stakeholders across the organisation, to identify upcoming creative projects and campaigns, ensuring these are accounted for in the content plans, and sufficient resource has been identified.
- Prioritise the creative workflow in collaboration with the Traffic Manager and other Account Manager, balancing organisational priorities with team resource.

- Champion innovation across all projects, from brief to delivery. Establishing a solution-focused and constructive challenge approach with commissioning teams.
- Oversee the timely delivery of projects, managing commissioning teams' expectations and ensuring creative work fits the brief and deadlines are met.
- Work with the commissioning teams to ensure post-campaign learnings are shared with the Creative team through performance review touchpoints.
- Act as a brand guardian and ensure all content is in line with UNICEF UK's brand guidelines, image and storytelling guidelines.
- Champion the Creative team's skills, processes and ways of working to the rest of the organisation through workshops, inductions and drop-in sessions.
- Contribute to building and maintaining a strong, collaborative, and mutually supportive team. Other duties as required and requested in keeping with the wider needs of the team, particularly in emergency rotas and to also support a flexible team approach.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a better world for every child.
- Raising children's voices and their representation through the work.
- Take a supporter-centred approach to storytelling, identifying ways to deepen a supporter's relationship with UNICEF through creative content, whilst achieving the campaign objectives.

Creating and innovating

- Contributes ideas, approaches and insights that enable innovation.
- Scans the external environment for trends, insights, ideas and best practice that could benefit UNICEF UK's work.
- Empowers people to innovate and welcomes new ideas that are focused on the delivery of strategic priorities.
- Approach problem-solving creatively; bring ideas from outside to help achieve our vision; challenge established processes; demonstrates flexibility and adaptability to working in new scenarios.

Communication

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support.
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity.
- Presents complex and difficult messages clearly and with impact.

Results focused

- Prioritises and sustains focus on work that will have the greatest impact on agreed aims.
- Reviews results and extracts learning to optimise future performance.
- Anticipates internal/external challenges that could impact UNICEF UK's work and adapts approach accordingly.

Efficiency and effectiveness

- Manage conflicting priorities to ensure that objectives are achieved, and deadlines met.
- Responds flexibly to unforeseen events such as emergency responses to ensure that effectiveness is not compromised.
- Suggests simplifications to overly complex ways of working to improve results.

Relevant experience

- Proven track record of driving multiple complex creative projects forward and evaluating at the end.
- Experience of developing creative briefs and working within brand guidelines to produce high quality creative content.
- Evidence of excellent client engagement skills, with the ability to proactively organise and influence teams, and build strong and effective working relationships.

Specific knowledge and skills

- Knowledge of account and budget management tools.
- Knowledge of project management and creative workflow tools (such as Asana).
- The ability to manage and filter workflow, as well as organise and prioritise workloads to maximise productivity.
- Highly creative with the ability to generate ideas and practically contribute to the Creative Team's output.