

Job Description for Account Executive

Job title:	Account Executive
Job summary:	To deliver effective fundraising and marketing services to Pebblebeach's clients. To gather and maintain information and resources that ensures that clients consistently receive a high-quality, timely service. To support the Account Manager team and other staff, providing excellent client account and print management. To carry out necessary administrative duties that supports the efficient running of the Pebblebeach office.
Location:	Office-based (Brighton) with some remote working
Reporting to:	Senior Account Manager
Direct reports:	None

This Job Description is not intended to be restrictive and should be taken as the current representation of the nature of the duties involved in the job and needs to be flexible to cope with the changing needs of the position.

Contact with other team members

Internal:	Managing Director, Business Director, Account Director, Finance Director, Accounts Teams, Copywriter
External:	Clients and client representatives. External suppliers such as copywriters, graphic designers, data analysts and printers.

Roles and Responsibilities

Project Delivery = 60%	<p>To support the delivery of fundraising and consultancy projects for Pebblebeach's clients. This will include:</p> <p>Aiding Account Managers as they start the process of crafting fundraising campaigns with clients; creating project codes, folders and monitoring relevant kick-start lists.</p> <p>Gathering information from the client to enable creative development for each project – including (but not limited to) setting up interviews, requesting factual information, photographs and other design/copy content.</p> <p>Providing a link between Pebblebeach's creative staff and the client, ensuring that the client sees the creative development at the appropriate time.</p> <p>Proof-reading copy and collating amends to visuals and artwork during the building of a campaign.</p> <p>Craft print specs and source quotes with trusted print suppliers; compiling results for presentation to client.</p> <p>Supporting Account Managers during the data/mailfile creation process, as well</p>
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	<p>as during the print process.</p> <p>Post-campaign administrative work with data, filing sample copies and following up with clients.</p> <p>Ensure that all elements of the campaign are correctly loaded and maintained on Basecamp and/or the server.</p> <p>Booking in review meetings with clients.</p> <p>Support the MD/TC with consultancy project as and where appropriate.</p>
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<p>Administration = 30%</p>	<p>Organise Pebblebeach gatherings (booking venues and inviting shareholders).</p> <p>Maintain important documents such as the Mailmark ID list, appeal costs, passwords and data compliance log.</p> <p>Request and chase printer rebates.</p> <p>Maintain an accurate list of relevant fundraising events and conferences.</p>
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<p>Digital Marketing = 10%</p>	<p>Support the team in the curation of visuals and copy for LinkedIn and Twitter posts; posting on behalf of Pebblebeach.</p> <p>Setting up and monitoring Pebblebeach’s Eventbrite events.</p> <p>Any other digital marketing activities in support of the marketing team.</p>
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<p>Touchpoints with the Pebblebeach Team</p>	<p>Monthly catch ups with Account Director, Senior Account Manager</p> <p>Regular catch-ups with Senior Account Manager</p> <p>Weekly PB team catch-ups</p> <p>Regular individual catch-ups as team members require.</p>
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<p>Dimensions and limits of authority / influence</p>	<p>The Account Executive will be working to the Senior Account Manager and must ensure that all client-facing work is approved by the SAM before going to the client (when applicable).</p>
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<p>Working conditions / environment</p>	<p>Will be required to occasionally attend client visits across the UK, ROI and/or overseas.</p> <p>Will be required to work out of office hours when needed.</p>
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<p>Other duties</p>	<p>To undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager.</p>
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Confidentiality	The Account Executive is required to keep all information related to work confidential. This applies to all information about Pebblebeach as well as Pebblebeach's clients.
Equal opportunities	Pebblebeach is an equal opportunities employer. We actively welcome applications from under-represented groups within fundraising and the charity sector.
Data Protection and GDPR	The Account Executive should be confident of the requirements of the Data Protection Act + the UK GDPR and follow codes of best practice to ensure appropriate action is taken to safeguard confidential information for Pebblebeach's clients.
Health and Safety	You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to.

Pebblebeach Fundraising
06 June 2022