

## ACCOUNT EXECUTIVE

**Department:** Comms & Events

**Reporting to:** Account Manager

**Direct Reports:** None

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### Job Purpose

To support the account teams in the day-to-day management and development of new and existing client accounts for FMI. To ensure we offer the best solutions and products to meet the clients' needs.

### Role Responsibilities

Pro-actively support members of the business to deliver efficient and effective servicing of all client accounts.

Manage online communication tools, web platforms and manage content as required by account team. Extract and present reporting, as required by the client/project manager across multiple accounts.

To manage design and artwork projects with our creative studio.

To liaise with internal project teams and secure internal and external resources as necessary for the delivery of projects.

To conduct research in support of communication solutions and pitch responses, to assist in the preparation of proposal documents and pitch support materials to include formatting in Word or PowerPoint and proofing.

Support on event proposals and act as additional resource for the events department as required.

Any other activities defined by the Account Manager as being within the scope and range of the role of Account Executive.

**FMI Agency Limited**

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## Person Specification

- Intelligent, energetic and bright; ideally educated at least to A-level and with, or working towards, a professional qualification
- Marketing communications or mixed media industry experience ideal but not essential
- Highly numerate with a sound awareness and understanding of budget management and profit margins
- Excellent written and verbal communication skills with the ability to give clear and concise instructions and liaise confidently with clients and colleagues
- Ability to draft business communication including emails, proposals and client correspondence to a high standard
- High degree of personal confidence and initiative with the ability to make productive working relationships quickly
- Computer literacy to office application standard - MS Office and PowerPoint
- Ability to plan, organise and prioritise to meet deadlines
- Ability to multi-task and manage the delivery of short-term tasks alongside longer-term projects
- High attention to detail and accuracy
- Demonstrable problem-solving ability across a range of client activities
- Good sense of humour
- Driving license, own vehicle

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