



## Key Position Details

**Position:** Account Manager.

**Reporting to:** Account Director or Senior Account Manager.

**Purpose:** To undertake the day to day management of nominated clients under the direction of your manager to achieve the overall best results for the client and for Pareto Fundraising - now and into the future - across a range of projects. This includes:

- Project management responsibility of all campaigns and strategic planning sessions for your clients
- Being the main point of contact between your clients and Pareto Fundraising
- Management of the suppliers and other staff involved in the campaigns for your clients

NOTE: As part of professional development, an Account Manager will also be required to undertake the responsibilities of an Account Director role for certain selected clients, as appropriate to their level of experience and as agreed with their manager.

## Selection Criteria

**Ideal candidate:** A fundraiser or direct marketing professional, able to confidently manage fundraising campaigns with our clients; a people person with very strong interpersonal skills, able to work positively with a diverse range of individuals; with great attention to detail and the ability to juggle multiple competing tasks and priorities.

### **Specific requirements:**

#### Professional experience

Experienced fundraiser or direct marketer with at least 3 years' relevant experience; with a track record of success and an understanding of Direct Marketing and/or Fundraising tactics and methods.

#### Personal attributes

Demonstrable ability to: deliver great customer service; overcome obstacles and 'make things happen'; have impeccable attention to detail; able learn and master new skills through on-the-job experience; be passionate about the charity sector and willing to adopt the values of Pareto Fundraising.

#### Communication skills

Excellent communication skills with the ability to communicate effectively, in English, with colleagues, charities and suppliers: orally one-to-one and in group presentations; written by letter or email; and able to adapt your communication style to the audience.

#### Project management

Proven project management and planning skills with a demonstrated ability to meet deadlines and performance targets, with superb time management and the ability to work effectively under pressure.

Analytical skills Excellent mathematical ability, with an understanding of statistics, percentages, response rates, budgeting and planning.