



## *Job description appendix I*

### **ACCOUNT MANAGER, VASS Productions Norway**

VASS is Norway's leading beauty communications agency and is an innovative and progressive firm with a strategic and digital focus. The office in Norway is centrally located at Frognerveien 35A, Oslo and has bright, attractive premises.

In an Account Manager role VASS offers the right person a creative position in an inspiring environment. Along with great colleagues in Sweden and a tight Norwegian team, you get the opportunity to develop the operations of VASS PRODUCTIONS in Norway through key account client management.

#### MAIN RESPONSIBILITIES

As Account Manager you will be able to join the venture to build the communications agency of the future. Your primary mission is to manage VASS clients and develop creative concepts to generate the best possible results for productive and strategic brand management.

As Account Manager, you are responsible for all client contact for your accounts, as well as delivering first-rate results and a consistently high level of media exposure in accordance with the respective client's profile.

The Account Manager is responsible for creative and strategic planning as well as client budgets, creating a business-driven relationship with clients to optimise revenue. You are also expected to have effective negotiation skills, long-term strategic perspective and productive project management skills.

#### QUALIFICATIONS AND OTHER TASKS

##### KEY TASKS

- Manage client account with a holistic strategic approach
- Concept development and strategic planning for key portfolio of clients
- Organise ongoing activity for clients along with Account Executive
- Constant product placement work
- Research and sourcing with focus on trends and insight from the industry to support strategic planning
- Build and maintain client relations, networking and influencer/press relations
- Maintain VASS contact list and update regularly
- Lead operative PR work
- Create and distribute press content and press releases
- Pitching to press on a regular basis to secure coverage
- Create project reports, event reports or monthly PR reports
- Coordination and updating of VASS Digital Showroom
- Management of product stock and inventory
- Create proposals for PR activations
- Pitch for new business along with Country Manager
- Lead client teams

##### KEY COMPETENCES

Requirements: Great understanding of the role of PR and the PR industry's mission. Practical experience and wide knowledge of PR and branding. Relevant experience in project management and event planning. Very good analytical skills and financial literacy, structured, self-propelled, positive stress management, communicative, relationship building and team work oriented.

Previous key experience in public relations, promotional work and digital communications in areas such as fashion and beauty as well as good relations with beauty, lifestyle and fashion press.

#### FORMAL COMPETENCE:

- Training in PR, marketing or tangential field combined with practical experience in the PR industry.
- Financial awareness - understanding numbers and be able to do basic budgeting, financial analysis and planning.
- Ability to plan and execute operations over time for optimal effect.
- Manage an extensive workload and have tactical ability; must be able to execute even small tasks over time to safeguard end results.
- Talented writer and satisfactory knowledge of the Norwegian and English language is a key requirement.

#### ADDITIONAL

- Skilled Mac-user and the Microsoft Office programs and Keynote.

#### EDUCATION

- 3 years high school
- University degree or equivalent education or alternative academic training combined with post-secondary studies in marketing / PR.

#### EXPERIENCE

- At least 3 years of practical experience of PR and communications work in a PR role, or equivalent capacity.
- Competent experience of working with concept development and project management.

#### PR/MARKETING EXPERTISE

- Extensive knowledge of communication work strategies, methods and controls
- Great security in negotiation, communication and presentation skills

#### OTHER

Travels may occur in the line of service.

START DATE: ASAP

OFFICIAL TITLE: Account Manager

REPORT TO: Country Manager



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