



Job description appendix I

ACCOUNT MANAGER, VASS Productions Norway

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 qualitative project management skills. As Account Manager you will lead your teams and manage key client accounts with a dynamic scope of work.

QUALIFICATIONS AND OTHER TASKS

KEY TASKS

- Manage client accounts with a holistic strategic approach
- Concept development and planning
- Organise ongoing activity for clients along with Account Executive/Account Coordinator
- 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 for selected clients
- Create and distribute press content and press releases
- Pitching to press on a regular basis to secure coverage
- Execute and manage product send outs
- 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 and work to meet sales goals for the company
- Lead client teams
- Contribute to media monitoring
- Coordinate selected VASS admin tasks such as social media, graphic profile, finance, press week, general VASS email account, office inventory etc. (to be allocated throughout the team)

KEY COMPETENCES

Requirements: Great understanding of the role of PR and the PR industry's mission. Practical experience and great 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 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

Travel may occur in the line of service.

EMPLOYMENT: Full time

OFFICIAL TITLE: Account Manager

REPORT TO: COO



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