



## **JOB DESCRIPTION**

### **Account Manager – Insight & Communication**

**Mar 2009**

#### **POSITION OVERALL PURPOSE AND CONTEXT:**

To build relationships with FMCG suppliers of Sainsbury's, providing insight and media services that have highly granular shopper behaviour at their core.

Manage and deliver data-driven communication campaigns across different media platforms.

Manage continuous and bespoke insight for FMCG Suppliers.

Responsible for delivery targets as part of the Insight and &Communication commercial team.

#### **REPORTS TO:**

Business Unit Director

#### **RESPONSIBILITIES:**

##### **Communication services**

- Responsibility for driving revenue from FMCGs for the relevant Business Unit, through sales of cross channel communications and insights.
- Responsible for managing and developing strong, productive relationships with agreed FMCG suppliers.
- Manage activity for your FMCG Suppliers and deliver against timelines, working with (and managing where appropriate) key contacts at our creative agency and print / production supplier.
- Work alongside Data Planners to understand the processes and methodology required to deliver strategic quantitative and qualitative analysis, and monitor delivery against timings.
- To manage the launch of new propositions within allocated client
- Ensure results are communicated to FMCGs at appropriate times and are in line with objectives to generate future business opportunities.

##### **Insights Services**

- Develop and manage existing Self Serve (Self Serve hosts Sainsbury's customer and EPoS data) clients to optimise usage and ensure the tool is being used to drive value to their business.
- Provide sales pitch support within the Business Unit.
- Ensure retention of existing Self Serve clients at critical stage of contract renewal to ensure the value is being demonstrated to their business.
- Manage research projects, working with other 3<sup>rd</sup> parties as required.

**Other**

- LMG I&C is growing and developing new propositions – the ability to support and rally behind new initiatives is critical.
- Provide manager with regular updates on the status of all projects and communicate problems as appropriate (with solutions where possible).
- Administrative excellence is a requirement of the role.

**What we need in you:**

- Vitality and passion for a career in marketing and working with customer insight data and communications.
- University degree - ideally (marketing major preferred); or equivalent business experience
- Minimum of 5 years' postgraduate experience, with client-related marketing or marketing research experience. Retail or FMCG experience preferred.
- Experience of insight tools & services and /or targeted communications (ideally using retailer customer data) would be beneficial.
- Proven organisational skills and the ability to run more than one project at a time while maintaining attention to detail.
- Excellent project management well organised and detail orientated.
- Ability to communicate to a range of audiences, internal and external.
- An inquisitive and imaginative personality – you look for new opportunities and enjoy coming up with interesting solutions as to how to make them work.
- Willing to accept responsibility and deliver results under pressure.
- High energy, proactive and a team player.
- Commercial ambition.
- Pragmatic and adaptable.