



## Senior Account Manager

### Job Description

We are looking for an enthusiastic, determined individual with a great deal of intellectual curiosity to join our growing team!

We are looking for a Senior Account Manager (consultant) on a full-time basis, to initiate, develop and manage communications strategies and programmes with the support of a team, in the global health sector. We are on the lookout for applicants who have experience in integrated communications, preferably at an agency, campaign management, public relations and social media, with strong copywriting skills. Experience in global health and development is necessary.

### Location

Remote working for at least 6 months with the possibility of relocation to Dubai, UAE

### Remuneration

Dependant on experience

### About What's in it for Africa

At [What's in it for Africa](#), we believe that to create impactful campaigns that connect meaningfully with African audiences, campaigns for Africans should be created by those with deep-rooted, authentic connections with the continent.

We work with a team of consultants and agencies from across the continent and the diaspora who specialise in **programme management, strategy development, messaging, content creation, media relations, and social media management**. We create bespoke, culturally appropriate and impactful solutions for our clients - always with the African interest at the heart of everything we do.

### Key Responsibilities

#### *Strategic Counsel*

- Develop communications strategies and programmes to help clients achieve their objectives
- Offer timely strategic counsel and advice to clients on all aspects of communications
- Proactively identify existing and emerging issues and devise solutions to manage these issues successfully
- Prepare communications programme or project evaluation reports at appropriate intervals and recommend changes or adjustments accordingly
- Develop and build media relationships
- Drafting and editing media materials including editorial pieces, media advisories, press releases, fact sheets and briefing books. Strong writing skills are required.
- Written and verbal outreach with media contacts; strong relationships with media is an asset

- Strategic thinking capabilities to support the development of innovative campaigns; a creative thinker
- Oversee fully integrated communications including social media for existing and new clients
- Demonstrate an expert understanding of how social/digital and online community engagement integrates into a complete communications programme

#### *Account Management*

- Proactively alert the team leader to emerging budget or client issues and problems
- Manage, coach and train junior or new members in the project team
- Play mentor to newcomers
- Ensure that all outputs by team members meet quality standards set, client requirements and deadlines
- Day-to-day liaison with clients
- Develop and build client relationships

#### *Business Development*

- Provide business development leads
- Identify and develop expansion of business with existing client
- Focal point for business development proposals and pitches

#### **Requirements**

- Bilingual English and French Speaker
- Minimum 5 years' experience in strategic communication with 1-2 years at senior level, preferably in a leading international company or a PR agency
- Excellent news sense, strong media relations skills and contacts
- Excellent speaking and writing ability coupled with strong presentation skills
- Be an original thinker, well organised with analytical ability to initiate effective communications programmes
- Excellent leadership and interpersonal skills, team player in multi-cultural environment
- Ability to work under pressure and meet tight deadlines
- Proactive, with strategic thinking and strong supervisory skills

To apply for this position, please submit your CV and cover letter **before 29 July 2022** to:  
[uzo@whatsinitforafrica.com](mailto:uzo@whatsinitforafrica.com)