

Digital Client Advisor

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Company: Mediabrands

Location: Belgium

Category: other-general

At Initiative, we are looking for a rockstar Digital Client Advisor.

The main mission is to ensure business continuity and growth in digital business of our pclients by an experienced Digital Client Advisor. Most importantly, we are looking for a true teamplayer who manages the end to end responsibility of the daily digital business of a client portfolio through existing & new technologies. If you are one, please continue the reading to check the full offer.

What are the responsibilities?

ACCOUNT MANAGEMENT

Be the extended business partner of the clients

Understand client business and its yearly objectives at business, marketing, communication and media level

Detect clients' needs regarding any communication issue and broader, and anticipate to it

Build long lasting relationship with marketing/media executives on client side and all key decision makers at the client

Maintain appropriate responsive working relationship with client as well as with appropriate staff at client agencies and vendors

Advise client about any communication and consulting opportunities and support where possible

Be proactive regarding new trends and any relevant propositions for the client

Ensure & follow up of client satisfaction (NPS based)

Be accessible for any question of the client

Manage and compensate mistakes if they arise, mitigate risks

DIGITAL EXPERTISE

Listen to the clients' needs and expectations and translate briefings into concrete and realistic solutions

Work closely with your direct manager and Tactical Planner (and designated experts) to design strategic and tactical performance plans

Present media plans and offers to the client

Ensure and interpret research data, media/marketing information and competitive reports

Ensure and present information and results regarding campaigns for the client

Use all planning tools according to the regional/national guidelines

Brief and attend briefings for diversified services for online planning

Follow up of performance and adjust if necessary together with clients

BUDGET MANAGEMENT

Monitor the client budgets during the execution of the plan

Work closely with Kinesso -our the digital expert department- to ensure correct planning

Monitor client billing and resolve any related issues

Are you the one?

Experienced in digital services, profound understanding of digital expertise

Pro-active, initiative taking person: think, propose & do

Orchestrating, coordinating, troubleshooting and problem solving attitude

High quality standards

Empathic qualities: knows how to deal with a variety of people under stress

NL, FR, ENG

Outstanding communication and interpersonal skills

An excellent client service approach and ability to multitask with great attention to detail.

Priority establisher and multiple projects to completion manager under tight deadlines.

Stress resistant and great planning and organizing skills.

Curious, the willingness to learn and a healthy appetite to expand knowledge.

Positive mindset and team attitude.

Performance / KPI driven mindset

Team player, loves working with internal and external stakeholders

We are the world's fastest growing media agency built upon the strongest strategic capability of any agency in the market. Off the back of winning 2022 B&T Media Agency of the Year, MFA Talent & Culture, B&T Women in Media Employer & Industry Leader, Mumbrella Industry Leader, MFA NGen & UnLtd Hall of Good awards, there has never been a better time to join Initiative. Our internal culture is second to none, and the work our teams create reflect the energy, passion and intelligence that goes into bringing them to market.

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