

MEDIAPLUS

Job description – Media Key Account Manager

Mediaplus Belgium is looking for a skilled **Media Key Account Manager** to oversee the relationships of the company for its most important media clients.

You will be responsible for obtaining and maintaining long term key customers by comprehending their requirements.

The ideal candidate will be apt in building strong relationships with strategic customers. And will be able to identify needs and requirements to promote the company's solutions and achieve mutual satisfaction.

The goal is to contribute in sustaining and growing our business to achieve long-term success.

Responsibilities

- Develop trust relationships with a portfolio of major clients to ensure they do not turn to competition;
- Acquire a thorough understanding of key customer needs and requirements;
- Demonstrate strong understanding of media fundamentals, in all online and offline disciplines;
- Serve as the link of communication between key customers and internal teams;
- Gather and analyze appropriate research to provide sound and strategic consumer insight driven media recommendations together with his/her direct report;
- Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics;
- Ensure proper execution of media plans by monitoring buys/schedules;
- Be proactive, have passion for improving client's business;
- Build trustworthy relationships internally, with agency partners and with clients and appropriately respond to client needs.

Requirements

- Proven experience as key account manager or media planner, but we need someone who's strong in relationships this is even more important than the overall media planning skills;
- Excellent organizational skills;
- Have previous experience in a similar position gained within a media agency is essential for this role, minimum 2 years' experience as media planner or account;
- Communicates effectively and persuasively, verbally and in writing;
- Makes convincing presentations, is able to engage audience, deals with questions, and demonstrates confidence in her/his knowledge;
- Can negotiate with clients and suppliers and has the ability to profitably manage budgets assigned to a project;
- Is able to convincingly sell ideas to clients, services to prospective clients;
- A born team player with a passion for all media channels who's eager to learn and to share knowledge
- Fluent in Dutch, French and English

MEDIAPLUS, The Innovation Agency for Brand Individual Media

The Mediaplus Group is the largest independent and partner-managed media agency in Germany and in Europe, with offices in Munich, Hamburg, Cologne and Frankfurt as well as branches in Vienna, Zurich, Brussels, Amsterdam, Paris, Madrid, Moscow, Dubai and Milan. Mediaplus combines traditional media planning with expertise in digital media, geo-media, CRM, research and neuromarketing.

Ever since it was founded in 1983, Mediaplus has been consistently synonymous with innovative and creative media management, strategic media concepts, efficient media purchasing and a results-oriented approach involving professional market and media research, both nationally and internationally. The agency now has around 1,500 employees working on behalf of clients such as BMW, Carglass, Continental Foods, MINI, Saturn. Locally in Belgium for Torfs, Essent, Corendon, Puressentiel, Action, WW (Weight Watchers), ...

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