

Client Manager

Flexible role, reporting to the Senior Client Director or Associate Director.

The Role

A client manager's role is to love and look after our clients. You'll nurture very positive, trusting and profitable relationships with clients in order to achieve excellent, award-winning results that help them fulfil their purpose.

You'll get to know their business and markets inside out. You'll be generating new ideas, new content, new contacts, new insights and new campaigns. You'll be making new media relationships. Consequently, this role also includes playing a part in our ongoing growth as a consultancy, meeting with prospective clients, learning about the latest issues, contributing to strategic ideas at proposal stage and attending new business meetings.

You'll have had a good start to your communications career and will want to progress in a consultancy with greater responsibility, autonomy and variety of experience. You'll be feeling ready to build your personal profile as an expert in built environment PR and communications.

Salary

Starting from £36,000

What matters most in this role:

- Quality of account management and strength of client relationships.
- Quality of critical thinking and proactive, strategic advice to clients.
- Quality of writing and creative content.
- Quality of industry understanding, contacts and insights.

Key responsibilities of a client manager

Strategic advice and planning

We are known for the strength of our strategic advice. You are responsible for providing proactive, intelligent, strategic counsel to clients, based on a very good understanding of their purpose, markets and target audiences, commercial goals, business issues and priority communications channels.

You will be implementing communications strategies and evaluating against agreed SMART objectives and KPIs.

Project and account management

We support you to develop true business expertise. You are responsible for managing client accounts and projects very efficiently and proactively, growing the value and strength of those accounts and winning awards for your clients.

Contribution to LMC growth and leadership

We are growing and developing fast. You share responsibility with all members of the team for excellent customer service, running the business as efficiently and sustainably as possible, contributing to our marketing, networking and new business development.

You work alongside senior members of the team to grow existing client accounts, price campaigns and win work from new and existing clients.

You will begin to mentor other members of the team, showing them the LMC Way to carry out PR and comms activities.

Increasing expert status

We invest significantly in training and personal development. You are responsible for continually increasing your technical skills, business and industry knowledge, contacts and insights, and sharing that knowledge with clients and within LMC.

Key responsibilities of a client manager

Relationship building

LMC is known for its connections across the construction sector. You will be responsible for developing your own network of contacts of people within the built environment and property sectors, journalists, content creators, influencers and suppliers.

Campaign design and implementation

We help our clients achieve their purpose. You are responsible for making that happen by planning, implementing and evaluating high-impact PR and communications campaigns.

You will be frequently integrating digital marketing, social media, PR, content marketing, events and other comms activities to achieve measurable outcomes that meet clients' business objectives.

Monitoring and evaluation

You will carry out PR, social media and other digital monitoring and analysis, creating evaluation reports and measuring the impact of your work for clients.

Content creation

We pride ourselves on the quality of our writing and creative work. You are responsible for writing, placing and commissioning a wide range of high-quality PR content - including press releases, OpEds and feature articles - case studies, website content, e-books, videos, speeches and scripts, social media posts, newsletters etc.

Wider industry contribution

Involvement in wider industry or comms groups is important to your network building. As a client manager, we would like you to be involved in a voluntary role within a relevant industry group. Time will be allocated for you to do this, as well as coaching and training where required.

Skills & competencies to excel in this role

Qualifications

- An undergraduate degree or equivalent qualification.
- Prior experience of working in a relevant role, ideally in a B2B PR agency, press office or fast-paced media environment.
- May also be undertaking a CIPR, PRCA or CIM qualification, or keen to gain further technical qualifications. CIPR members particularly welcome.

Knowledge

- Keen interest in the structure, politics and issues within architecture, building, construction, property and sustainability in the built environment.
- Passionate about great PR and marketing, including the ethical issues, best practice and innovations in PR, content and communications.

Essential technical skills and experience

- Strong writing skills, including a love of words and creative flair, excellent spelling, grammar and punctuation.
- Use of content, PR, media relations, social media and digital tools.
- Use of AI tools for analysis, research and improving content.
- Presentation and meeting management skills.

Essential commercial skills and experience

- Clear critical thinking, strategic planning and evaluation.
- Project and budget planning and management.
- Key account management and achieving organic growth.
- Briefing and managing third party suppliers, e.g. designers, videographers.

All applicants must have the right to work in the UK. Full UK driving licence and own method of transport are essential due to our office location.

About LMC

LMC is an award-winning, independent PR and communications consultancy working with the most exciting change-makers, innovators and purpose-led organisations in property, construction and the built environment.

We are always looking for ambitious and dedicated individuals to join our team. You will be provided with specialist coaching and guidance to further enhance your professional growth and preferred areas of technical expertise.

Some of our benefits include personalised training, paid professional memberships, support for non-executive development, flexible working, a wide range of health and wellbeing and sustainable lifestyle benefits, parental and family leave etc.

LMC is committed to diversity, equity and inclusion and actively welcomes applications from underrepresented groups. We are happy to make reasonable adjustments throughout recruitment and employment.

To apply, please send your CV and a covering letter to careers@lizmale.co.uk explaining why you're suited for the role at LMC. Please state in the subject line which role you are applying for.