

UNDERSTANDING THE **AM/AD** **RELATIONSHIP** AT JAIRUS



Account Managers and Account Directors work in a partnership at Jairus. That dynamic may vary based on the AD's preferences, each team member's experience and the AM's development goals.

The AM Role at Jairus

**Partner &
Mentor**

**Project
Powerhouse**



As an AM, your role requires a balance between mentoring your AC and partnering with your AD on client strategy, alongside playing the leading role in the execution of client deliverables.

Signs that your balance is off:

SIGN	WHY IT MATTERS
You don't know the status of all client projects - which are waiting on us vs. the client.	Knowing where all of your client's projects stand is a crucial part of the AM role. Not knowing the status of all client work is a key indicator that you're not managing projects well, and puts us at risk of dropping balls or missing deadlines.
You continually bump out your own task due dates in Teamwork.	Unless we're waiting on information or action from a client, you should not bump out your own task due dates, including for tasks such as: • Project briefs • Update presentations • Results reports • Internal proof review • Client revisions There's a significant trickle-down impact on the agency and clients when we bump out due dates. If this is happening regularly (more than once or twice a month) it's an indication that we need to discuss workload and additional support.

Signs that your balance is off:

SIGN	WHY IT MATTERS
Client meeting action items aren't moved forward in a timely manner.	As the AM, you should take primary ownership of any action items that come from client meetings - assume that the ball is in your court unless your AD indicates otherwise.
Your AD is drowning in tasks and keeps missing due dates not related to client hold ups.	The AM role ultimately oversees the execution of marketing deliverables - ensuring projects are completed on time and that nothing falls through the cracks. You should be reviewing your AD's task list proactively every week - if you see tasks on his/her list that you a.) feel confident moving forward or b.) would like to gain experience in, reach out to your AD and volunteer to take ownership - even if you need him/her to review your work before it can be moved on.
Your AC isn't shadowing you on common AM tasks.	As the AM, you're assigned an AC to help support the work you're doing, much like you support your AD. The goal is for your AC to gain as much experience as possible in common AM tasks. Meet regularly with your AC and identify opportunities for him/her to shadow you or gain experience in areas they're less familiar with.

Signs that your balance is off:

SIGN	WHY IT MATTERS
You don't know everything that's included in your client's SOWs.	You can't ensure we're executing on all client deliverables if you don't 100% know what those deliverables are - it's easy to lose track of projects and let deliverables fall through the cracks otherwise.
You don't know what campaigns your clients' are running or how they're performing.	As an AM, you're working with your AD to make strategic recommendations for your clients that drive results AND project decision-making. If you don't understand what's working and what isn't working, you cannot effectively manage either one.
Your projects briefs get a lot of questions from the support team.	This is a sure sign that you're either missing information when you turn in the brief, or you don't have a full understanding of either the development process, project objectives or client product/services.

Signs that your balance is off:

SIGN	WHY IT MATTERS
Projects you work on have more than two rounds of revisions.	Typically, if you're providing thorough and accurate information in the initial brief AND we have an accurate understanding the client goals and expectations, then projects should develop smoothly without additional rounds of revisions.
Most of your projects don't follow our standard turnaround times.	This is an indicator that either clients or projects aren't being managed well - either we're not holding clients to our turnaround times or we're not getting project briefs in quickly.
Your AD has lots of feedback on proofs after you've already reviewed.	When you pass a proof to your AD, it should be client ready. AMs should be able to accurately proof for accuracy and strategy early in the project and coordinate needed revisions before an AD reviews.
You don't know how your client makes money.	This is a key part of understanding your clients. If you can't answer this in-depth for each client, you likely don't understand their model or product(s) well enough to make strategic recommendations, successfully complete project briefs or proof strategically.

WHO OWNS PROJECT MANAGEMENT?

	AD	AM	Project Manager
Understanding the client request or the scope of work deliverable	Facilitates initial ownership of client projects/tasks from SOW or client requests between AD and AM based on capacity/capability.	Supports by identifying meeting action items/SOW deliverables and coordinating with AD to own specific projects/tasks	Reviews scope of work and project timelines prior to client presentation to identify areas of concern.
Initiating a new project or task	Develops project plans based on client strategy, working with the AM to determine next steps and project ownership.	Based on discussion with AD, helps initiate new projects and complete project briefs/related tasks as needed	Sets up new projects in Teamwork, prioritizes support team tasks and approves project deadlines outside our standard turnaround times.
Ensuring project is completed on time, on budget and meets client and agency leadership expectations.	Owens the ultimate responsibility for final review to confirm project proofs fit strategy and meet client expectations. Monitors scope allotted hours against actual hours to maintain project profitability.	Supports by ensuring projects/tasks don't fall through the cracks, proofs for strategy and keeps an eye on estimated vs. actual hours to flag overages.	Meets weekly with each Account team to review project status, flags due dates, budget overages and other project-related concerns.

Successfully supporting your AD and your clients begins with communication.



Over-Communicate

Keep your AD updated on project status, and remind him/her about key deadlines or client other clients needs, such as responses to email communication. Be sure to respond quickly to Slack messages and other communication from your AD.



Meet Regularly

You should be meeting 1:1 with your AD at least once weekly, as well as attending your weekly project management meeting. Your 1:1 agenda should include reviewing all client needs and ensuring nothing falls through the cracks.



Ask Questions

One of the biggest predictors of success at Jairus in the AM role is your willingness to ask questions - don't assume. Take time to understand the bigger picture and "why" behind agency processes or client strategy.

Up Next:

Deeper insights into how to be successful in the Account Manager role at Jairus.

