VISION GROUP®

NATIONAL PRIDE • GLOBAL EXCELLENCE

JOB OPPORTUNITY

The New Vision Printing and Publishing Company Ltd is looking to recruit a dynamic and self motivated individual to fill the position of **Account Manager.**

Position:	**ACCOUNT MANAGER**	**Section:**	**Blend Advertising**
Reports to:	**Creative Director**	**Duty Station:**	**Kampala**

Description of purpose

To manage and grow assigned client accounts by developing strong client relationships, understanding business and marketing objectives, and coordinating the development and execution of integrated advertising, marketing and communication solutions through Blend Advertising.

The role is responsible for driving client satisfaction, account retention, revenue growth and effective campaign delivery by leveraging Vision Group's multimedia platforms, creative capabilities, digital assets and other advertising solutions to deliver value to clients and achieve business objectives.

Key Result Areas

- Serve as the primary contact for assigned clients, building and maintaining strong, productive and long-term business relationships.
- Understand clients' businesses, brands, target audiences, marketing objectives and advertising needs to provide relevant solutions.
- Proactively engage clients to assess satisfaction, address concerns and strengthen account retention.
- Maintain regular client engagement through meetings, reviews and follow-ups to identify emerging needs and business opportunities.
- Manage client expectations and ensure timely resolution of service delivery issues
- Identify and pursue opportunities for cross-selling and up-selling integrated advertising solutions across Vision Group's newspapers, television, radio, digital platforms, events and other media products.
- Identify new business opportunities within assigned accounts and contribute to the acquisition of new clients.
- Monitor account performance against agreed revenue targets and recommend interventions to address performance gaps.
- Work closely with the commercial and sales teams to support revenue generation, account growth and achievement of departmental targets.
- Translate client briefs and marketing objectives into effective advertising and communication strategies.
- Coordinate the end-to-end execution of client campaigns, from briefing and concept development to production, placement, implementation and evaluation.
- Monitor campaign implementation across the various media platforms and ensure that agreed advertising placements and deliverables are fulfilled.
- Prepare regular client account updates, campaign reports and performance presentations, highlighting results, insights and recommendations.
- Monitor account revenue, client activity, outstanding assignments and potential business opportunities.
- Use audience insights, media performance data and market trends to inform client recommendations and improve campaign effectiveness.

Education and Professional Qualifications

- Bachelor's degree in Marketing, Communications, Business Administration or a related field.
- Additional training or certification in account management, advertising, marketing or project management is an added advantage.

Working Experience

- 3–5 years' experience in account management, client service or a similar role, preferably in an advertising, media or marketing agency.
- Experience managing multiple clients and coordinating integrated marketing, advertising or communication projects.
- A good understanding of the advertising and media environment, project budgets, timelines and client reporting.

Skills, Knowledge and Abilities

Technical

- Strong client service, account management and project coordination skills.
- Ability to prepare client briefs, proposals, presentations, work plans and budgets.
- Good understanding of advertising, media, digital marketing, creative development and communication campaigns.
- Strong planning, reporting, record-keeping and follow-up skills.
- Proficiency in Microsoft Office, particularly Word, Excel and PowerPoint.

Behavioral

- Excellent verbal and written communication and interpersonal skills.
- Strong relationship-building, negotiation and problem-solving abilities.
- Highly organised, attentive to detail and able to manage competing priorities.
- Proactive, dependable and able to work under pressure and meet deadlines.
- Professional, collaborative and committed to delivering quality client service.

Interested candidates who meet the above requirements should visit: **https://hr.visiongroup.co.ug**

DEADLINE FOR APPLICATIONS IS: Friday, 4th December 2026.