Account Executive
Job description

Job overview

The account executive (AE) is a pivotal role. As well as demonstrating a real thirst to understand the healthcare industry and medical education activities, the AE will play a key role in the smooth running of client accounts, with the main responsibility being to provide administrative and logistical support.

The AE will be expected to be a true team player, building their confidence to take ownership for the smooth running of designated projects. As they progress, they will be expected to start to develop an understanding of basic med ed skills and processes, relationship building and event management. Whilst predominantly an administrative role, the AE allows individuals to demonstrate key skills and behaviours required to be a med ed professional – consistently delivering high standards of work to deadlines and the ability to multitask and prioritise in order to manage and time effectively.

Core responsibilities

Account administration

- Build an understanding of the client, their products, med ed programmes and objective for each project
- Set up, develop and manage effective account team administrative procedures
- Ensure meeting rooms are prepared in advance and organise refreshments where required
- Take responsibility for filing and storage of client materials
- Assist with administrative support for new business opportunities
- Take responsibility for developing and updating action lists, status reports and minutes
- Take responsibility for compiling and managing databases and lists
- Liaise with suppliers eg multimedia and design teams, to produce medical education projects in a range of formats, including on line
- Provide general office and administrative support as required
- Ensure all written communication is produced within Virgo House Style and format and quality with minimal errors
- Contribute to team meetings
- Keep track of account team costs
- Accurately input hours worked into timesheets on SAP

Scientific knowledge

- Start to develop an understanding of the scientific data behind the product, general knowledge of the therapy area and other competitors
- Start to develop an understanding of scientific referencing
- Be aware of current events and issues that relate to the therapy and communicate to the team and client when necessary
- Research information from a variety of different sources to identify educational needs

Event management

- Organise the logistics for external meetings eg researching and booking venues, accommodation, confirming terms and conditions
- Prepare briefing documents for all relevant parties eg speakers, production companies, suppliers

- Provide office support for account team attending off site events
- Organise printed materials for events

Client activity

- Begin to liaise with clients on a day-to-day basis to progress tactics
- Build an understanding of the client internal environment including all relevant contacts and their job roles
- Demonstrate an understanding of the role medical education plays in the client's business environment

Relationship building

- Build professional relationships with external suppliers
- Build relationships with potential case studies and KOLs
- Act as a team player within the Virgo team

Industry awareness

- Start to proactively develop an understanding of the NHS and broader health environment, and utilise growing knowledge towards the implementation and development of client and new business programmes
- Familiarise yourself with clinical journals and conference
- Familiarise yourself with the healthcare and pharmaceutical industry and external environment
- Keep updated on the ABPI, PAGB and MHRA and other regulatory bodies
- Begin to develop a global industry awareness

Level of experience

- Degree or of graduate calibre

Experience/skills required

- Excellent organization and administration skills
- Excellent verbal and written communication skills
- Systematic and logical approach to planning
- Computer literate with MS Outlook, Word, Excel and PowerPoint
- Attention to detail

Virgo behaviours

- Team working
- Passionate commitment
- Open communication
- Professionalism and client focus
- Self-development
- Detail focus
- Organization
- Commercial awareness
- Embracing change

Key performance indicators

- Accuracy and timely distribution of daily priority action emails
- Time management – meeting deadlines
- Quality of written work – client emails, status reports

- Anecdotal client and supplier feedback
- Performance appraisal & performance objectives
- Progress skills log

Personality characteristics

- Team player
- Reliable
- Consciousness
- Enthusiastic
- Proactive
- Self-motivated
- Organised