

# JOB DESCRIPTION

**Job Title:** Account Manager - Aston Martin Racing Commercial

**Job Purpose:** To proactively manage the team's major Partners (PokerStars.com and InterContinental) in respect of the following:

- Ensuring maximum client satisfaction through meeting key partnership objectives
- Activation rights as part of Partnership fee
- Further activation opportunities and plans to suit clients' needs
- Additional revenue generation for AMR
- Developing the team's network of contacts within the Partner organisations
- To event manage all race team events from the commercial perspective, conceiving, accurately budgeting and executing all aspects, including launches, drive days and other stand alone events

**Key Accountabilities:**

- Account management of PokerStars.com and Intercontinental production of Partner marketing and activation plans, management of client marketing budgets and regular client reporting
- Hospitality management of the Aston Martin Racing race programme, to cover management of all relevant suppliers, guest planning and the full guest experience on-event
- Management of driver and team marketing requirements while on-event – "meet the driver" sessions, garage tours etc
- Day to day management of specific budgets