

A personal case study

Account Manager

I started at Packer Forbes as an Account Co-ordinator back in August 2008 and from my first day I was thrown in at the deep end, but with the right level of support I needed to find my feet and get up to speed with my accounts. In my first three months I not only had internal training but also attended external training courses which really helped in finding my feet in healthcare PR. The time and investment the company puts into each person depending on their needs and objectives is phenomenal. I have regular line manager meetings and review my STEPs personal development programme which is highly individual in progressing in your career.

Just over two years on and I am now an Account Manager and love the relationships I have been able to build with my clients, along with helping to coach more junior members on the team, managing the finances on my accounts, developing client proposals, reviewing client materials, helping with the marketing plan and Packer Forbes' vision to be UK specialists and such a variety of activities that there is never a dull moment.

For more information...www.packerforbes.com



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Associate Director

I joined Packer Forbes as an Account Manager in March 2006 and it immediately became apparent that I had joined the small independent agency I had been looking for. I was instantly immersed into client work and given real autonomy and responsibility – unlike larger agencies where you're often stifled by the levels of senior management. That autonomy allowed me to form strong client relationships and grow each account as a result. On a personal level the support and encouragement I received from the senior team members has allowed me to realise my potential and I was promoted to Associate Director in October 2010.

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Senior Account Executive

I started at Packer Forbes as an Account Co-ordinator in August 2009 and haven't looked back. The level of support and investment in me from the beginning was not only comforting but also extremely inspiring and after my three month review I was promoted to Account Executive. As an Account Executive I had more responsibility and began to develop my client relationships, lead on several exciting projects and also began looking after the finances on several of my accounts. I was also worked on research for a new business opportunity which we subsequently won the pitch for and I became an integral member of that team.

At Packer Forbes promotion comes when you have demonstrated your ability in all areas of your work and are ready to move up to the next level. After being at Packer Forbes for nine months I was promoted to Senior Account Executive. I regularly lead on client teleconferences, am the main contact for clients and lead on several integral projects. I also now have the opportunity to coach and mentor the more junior members of the team which is lovely.

I am continuously working towards the next level, identifying areas for improvement and development as I go. I am excited about where my career is heading and glad that it is within Packer Forbes.

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