



Senior Account Manager

About Us

Born and bred in Singapore and fully independent, GOVT Singapore has been around since 2012. Today, we are about 50-people strong, with clients from a variety of industries and markets such as OCBC Bank, Tiger Beer, NTUC, Julie's, SATS, The Learning Lab, Sentosa and more.

We're driven by a simple, singular objective: To help our clients achieve "firsts" that will drive their business ahead. This has led us to be one of Singapore's most recognised agencies, as regular winners over the years in Campaign Asia Pacific's Agency of The Year Awards, being recognised in the World's Leading Independent Agencies list by Campaign UK and NetworkOne and winning the Grand Prix in the Entertainment Category in Spikes Asia in 2019.

But above all – like any good government – we're all about doing right by our people, helping our clients prosper and serving the land we're on. And it all starts with effective and creative work that we're proud to put out there.

GOVT is a wholly owned subsidiary under Singapore based independent communications company, ALT Worldwide.

The Role

We are looking for Senior Account Manager to help manage one of the agency's key clients.

Reporting to the Account Director, you will find yourself immersed in a collaborative environment and working with a highly experienced team. You will develop and execute integrated campaigns - with a growing focus on social, content, and digital activations – that will bring fun and fame to you and the agency. You will have a heavy hand in shaping the strategic planning and direction for your campaigns, and you will work closely with the creative and production teams to delivery work that exceeds your clients' expectations. You will be an experienced manager and a skilled communicator, able to build relationships with a range of clients while also managing and mentoring junior team members.

This may be the opportunity for you if you're looking to elevate your experience in advertising through:

- Building deep knowledge on a particular client
- Working in a nimble environment that enables you to flex your skills in strategic thinking, client management, and project management
- Championing exciting and brave creative work, especially in social and digital

Our ideal candidate

- You are a true integrated suit – you come with prior agency experience, are knowledgeable in working on various traditional outputs (video, print, BTL), but have also delved into developing, planning and executing social, digital, and content-led campaigns

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- You have excellent communication skills – you are a good listener, able to write well, can articulate opinions clearly, and eager to participate in group discussions like presentations and brainstorming
- You are well-organised, detail-oriented and digitally-savvy
- You are able to independently run campaigns with minor supervision from supervisors.
- You're good at managing your time and handling several projects at once, always ensuring that work is delivered according to standard agency lead times
- You possess a growth mind-set that can identify opportunities in clients' business
- You have an eye for numbers – you will be responsible for managing campaign budgets, working with the Integrated Producers and Creatives to ensure that the desired work is delivered at the best value to our clients, while at the same time ensuring revenue targets are met
- You have some experience in mentoring/managing account executives or interns (if none, note this will be an additional responsibility for the successful candidate)
- You are able to build and hold client relationships up to Senior Marketing Manager level
- You have experience in coordinating and managing other agency partners (including: media, digital, social media) in executing integrated campaigns and acting as brand guardian.