INCEPTION

Strategic Account Manager Job Description - August 2026

At INCEPTION, we create branded environments that captivate and connect audiences worldwide. By combining strategic insight with impactful spatial design, we deliver unique, multi-sensory brand experiences that drive measurable results and maximise ROI — across exhibitions, tradeshows, experience centres, marketing suites and retail spaces.

Insight to Inspire™ is our guiding principle: we turn audience insights into inspiration, building meaningful connections that drive engagement and deliver lasting impact. Now we're looking for a Strategic Account Manager to help our clients connect with their audiences on a deeper level — and to grow those relationships as they do.

Why INCEPTION

You are the one point of contact. We promise our clients a single, trusted point of contact — and that's you. You'll own the relationship end to end, backed directly by the founder with no layers to slow you down.

Accounts worth growing. Fintech, aviation, defence, IP brands and gaming, delivered at the biggest shows worldwide. Serious brands with real room to expand — global reach, genuine variety, and yes, the passport gets used.

Insight to Inspire™ — spot the brief before it's written. You'll turn audience insight into the next opportunity, trusted to see what a client needs before they've articulated it and to shape it into work we win.

From inception to realisation. Our work spans creative & spatial design, production & fabrication, project management and brand experiences — every detail thoughtfully designed, expertly built and seamlessly executed. You'll grow the full breadth of what we do.

A global machine behind every relationship. 1,000+ projects, 60+ build partners and 20+ storage facilities worldwide — so when you spot an opportunity, we can deliver it anywhere.

A real stake in what we grow. Genuine influence over how our client services function scales worldwide — and, for those driving that growth, a real share in what we create together.

About the Role

We're looking for an experienced Strategic Account Manager to grow and deepen our existing client relationships across the B2B trade show, exhibitions and experiential space. This is an account development role first and foremost: you'll be the single, trusted point of contact our clients rely on, uncovering organic growth opportunities within our accounts and turning insight into the next brief — then orchestrating flawless delivery through our creative, production and project management teams.

The role demands commercial instinct, strategic thinking and relationship gravitas, with the ability to grow multiple accounts in a fast-paced environment.

You'll report directly to the founder and collaborate closely with our creative, design and project management teams.

Your key responsibilities will include:

- Owning and growing our key accounts — acting as the single, trusted point of contact clients rely on, and the person actively identifying where we can deepen the relationship and unlock new work.
- Turning insight into revenue — spotting organic growth opportunities, shaping them into proposals, pitches and tenders, and bringing them to life with our creative and delivery teams.
- Building long-term strategic account plans that align client objectives with commercial growth.
- Orchestrating delivery through the project management and production teams — ensuring every engagement is thoughtfully designed, expertly built and seamlessly executed, without owning the build yourself.
- Providing senior client leadership across workflows, guiding strategic decisions and keeping objectives aligned from inception to realisation.

What You'll Do

- Have ownership and accountability for the growth and health of your assigned accounts, maintaining oversight of the full client relationship from first brief through to delivery, debrief and the next opportunity.
- Proactively identify, develop and convert organic growth opportunities within existing accounts, sourcing and shaping new work rather than waiting for it to arrive.
- Create and present client proposals, pitches and tenders, presenting to senior management, clients and project teams when required.
- Build long-term account development plans, understanding each client's evolving needs and mapping where INCEPTION can add value next.
- Act as the strategic bridge between client and studio — translating client ambition into clear direction for our creative, design and delivery teams, and bringing commercial and production realities back to the client with confidence.

- Work closely with the project management team to ensure the work sold is delivered seamlessly, on brief and on budget — protecting both the client relationship and the agency margin.
- Monitor account commercials — forecasting, margin and billing health — ensuring accounts are profitable as well as growing.
- Build and nurture strong, senior-level client relationships, becoming a genuine partner to the brands we work with.
- Collaborate with leadership, clients and industry partners to drive strategic initiatives and position the agency competitively on a global scale.
- Keep up to date with the latest trends in experiential, design, innovation and sustainability, using that insight to spark client conversations.
- Help build the client services function from the ground up — establishing the processes, rhythms and standards a growing account team needs.

What We're Looking For

- Proven experience in a senior client-facing or account role within exhibitions, events, experiential or brand experience — agency-side ideally.
- A demonstrable track record of **growing existing accounts**, not just retaining them. You can point to relationships you've expanded and revenue you've unlocked.
- Strong commercial acumen — budgets, margins, forecasting — paired with the relationship gravitas to be taken seriously by senior client stakeholders.
- Design-and-build literacy: enough understanding of exhibition and experiential production, materials and logistics to speak credibly to clients and delivery teams alike.
- A proactive, opportunity-spotting mindset — someone who sees the next brief inside the current one.
- Excellent verbal and written communication, with the ability to articulate and advocate for ideas that engage and influence leadership, clients and industry partners.
- Expert planning and organisation, comfortable growing multiple accounts simultaneously in a deadline-driven environment.
- A forward-thinking, strategic approach to problem-solving, with strong attention to detail.
- A genuine passion for sustainability, and an interest in embedding eco-friendly thinking into the experiences we create.
- Ability to work well under pressure and thrive in a fast-paced, growing agency.
- Expectation to travel and be present at key client moments, builds and live days where it strengthens the relationship.
- Familiarity with Google Workspace and Monday.com is a bonus.

If you're a commercially sharp, relationship-driven account manager who loves finding the opportunity others miss and growing brands you believe in, we'd love to hear from you!

Pay and Benefits

Salary: £45k - £55k depending on experience, plus account-growth bonus.

Benefits: Competitive package including, flexible working, Friday summer hours, bonus schemes, travel discounts and wellness & development allowances.

Location: Flexible hybrid working - 3 days in London (SE1)

Ready to connect our clients with their audiences on a deeper level?
Apply now and be part of the team shaping the future of experiential design!