

Client Director

+ 25 days' holiday, healthcare, dental cover, pension, staff discount scheme

About you

You're a marketer focused on understanding marketing challenges in depth. You're curious about sales and marketing models and implications for marketing delivering commercial success.

Ambitious, with a great track record of success, you want to work in an environment where you will be able to fulfil your maximum potential with some of the industry's best brains and world-leading ICT brands.

You're a natural leader. Clients trust you and your team wants to follow you. Team and client satisfaction is at the heart of everything you do.

The role

Owning 1 or 2 global clients, you'll act as trusted advisor to our Marketing Director contacts and be the person they turn to for marketing guidance, helping them understand how best to achieve their objectives this year.

You'll take this understanding to create solid marketing strategies, working with our Centres of Excellence and a dedicated Client Services team.

As well as driving the clients' marketing results, you also own the client account plan and development strategy to achieve TMP's growth targets.

Skills and attributes

Client development

- Ability to create and execute client development plans
 - Accurately forecast revenue
 - Create and secure win-win proposals
- Lead/inspire the (client and TMP) team by creating a positive, compelling vision of the future relationship, delivering outstanding commercial outcomes for our clients and TMP

Commercials

- Meet individual client sales targets, as per the company financial plan
- 100% weighted pipeline coverage ¼ in advance
- Sales forecasts accurate, two months in advance, to +/- 10%
- Negotiate relevant contracts and commercial managements with clients to ensure the relationship is win-win. We are proving the value of the work we do with our clients to them on a regular basis, while also making a profit

Behaviour

- Open and honest and a natural listener
- Great at handling objections and thinking proactively on the spot
- Natural marketing Sherpa – puts the client and their objectives first
- Leadership – ability to inspire, engage and bring others with you

Leadership

- Managing people will be natural for you; you will be able to inspire confidence within your team and foster high levels of team morale
- There are clearly defined roles within your team and everyone knows what is expected of them and thus work effectively as a unit
- Doing brilliant marketing for our clients is at the heart of all the team does

Client focus

- Provide high-quality marketing consultancy and leadership that drives our client stakeholders' success; clients want to spend time with you, and value your opinion
- Have exceptional relationships with senior-level contacts within your clients
- Be confident in proposing new ideas and leading our clients' thinking
- Create a client development plan, which is shared with department heads and with the client
- You strive to position TMP as a partner and natural go-to choice for clients



Experience

- 10 years, plus previous agency/client-side experience
- Experience of meeting challenges presented by B2B marketing with complex sales cycle/propositions

Education

- Graduate level or equivalent preferred

About us

The Marketing Practice was founded in 2002 to fulfil a vision of a marketing agency that is 'fanatical about sales-focused marketing that delivers tangible sales results'.

As a company, we are leading the development of B2B marketing. Our clients rely increasingly heavily on our knowledge, ideas and delivery to create and manage their marketing campaigns.

Our clients are among the most experienced and sophisticated marketers in the IT and Service industries. They look to us to deliver integrated marketing programmes that really make a difference to their business results (often changing the way that marketing is delivered and perceived).

Company benefits

- A unique and inspiring working environment
- 25 days' holiday
- Healthcare
- Dental cover
- Life assurance
- Pension scheme
- Learning grants
- Onsite parking
- Employee discount
- Free breakfast, lunch and fruit items provided
- Summer ball
- Company days away (previously Bluestone Park in Wales and Marbella in Spain, twice!)
- Social committee – previously we have had a fish 'n' chip van on St George's Day, bowling and laser quest nights, free ice cream on the first hot day of the year, lunchtime picnics/barbecues, and more!
- 'Let's celebrate the week' – every Friday we finish half an hour early to have a drink in the office with our colleagues to finish the week with a smile
- Sports clubs – cricket, rounders and football

If this sounds like you then please do get in touch. Either send us your CV to careers@themarketingpractice.com or give us a call on +44(0) 1235 833 233 and speak to either Brianna or Jake in Talent Acquisition.

 [@TMPtweets](https://twitter.com/TMPtweets)

 [The Marketing Practice](https://www.linkedin.com/company/the-marketing-practice)

