

Account Director

COMPETITIVE SALARY

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

About you

We're looking for bright, enthusiastic Account Directors to work within our Client Services team.

The role

Reporting to the Associate Director, you'll work with other members of your Account team, Client contacts, Creative, Content & Marketing, Planning, Inside Sales, Data and Digital teams for one or more clients. Dependant on account, likely to include recognised revenue, profitability and campaign budget management.

Skills and responsibilities

Key deliverables in role:

- Ensure the effective delivery of client programmes, to target, time and budget
- Lead and develop a team of SAM/AM/AEs, including performance management, workload management and marketing excellence leadership
- Develop in-depth understanding of clients' challenges. Own development and delivery of solutions to meet them
- Scope, estimate and develop plans to deliver demonstrable sales results and return on marketing investment
- Ensure commercial targets for account/s are met and exceeded – through effective resource planning, estimating and delivery
- Identify issues in campaign delivery or effectiveness and make recommendations to resolve

Objectives for next 12 months:

- Support Associate Director in delivery to account forecast and plan, ensuring commercial and service expectations are exceeded
- Ensure 'purple' delivery across all aspects of account, addressing performance issues
- Build a solid understanding of clients' business objectives and provide timely and relevant marketing advice to help them achieve their campaign goals

Challenges for role:

- Ensuring equal focus between account commercials, people management and campaign delivery
- Relationship building – developing valuable long-term relationships on accounts
- Leading and developing the Account team

Behaviour:

- Management leadership – ability to manage and motivate a team
- Passion, tenacity and ambition – personally, professionally and for your team
- Intellectual curiosity – continually looking for better solutions and opportunities
- Ability to deliver to agreed commercial metrics and sales forecasts



Experience:

- Evidence of planning and organising multiple projects to tight timescales
- Experience of delivering to measurable objectives
- Excellent attention to detail – able to cope with multiple projects whilst simultaneously having an eye for the minutia
- Brilliant communication and influencing skills – written, verbal and listening
- Ability to learn quickly, interrogate and assimilate complex information
- Evidence of campaign proposal developments following a client brief
- Good understanding and interest with marketing and innovated ways of campaigning
- Integrated agency background experience

Education

- Graduate First or 2:1

About The Marketing Practice

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. Our clients are among the most experienced and sophisticated marketers in the IT and Services 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 & 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

For more information or to apply for this role:

Contact talent acquisition at careers@themarketingpractice.com

 @TMPtweets

 The Marketing Practice

