

Client Strategy Director

COMPETITIVE SALARY

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

About you

"You are looking to embark on the most important and successful stage of your career..."

You're a natural leader, salesperson and marketer, with team and client satisfaction at the heart of everything you do. You are ambitious, have a great track record, and you want to work in an environment where you will be able to fulfil the maximum of your potential... Welcome to TMP!

The role

The buck stops with you. From the client's perspective this means you're the one directing their thinking on how best to achieve their objectives this year. Internally, you own the revenue target for the client and the strategy behind achieving plan. You can clearly bring this vision to life to the client and get your team behind you in delivering it.

Skills and responsibilities

Client focus:

- Provide high-quality marketing consultancy and leadership that drives our client stakeholders' success, senior client stakeholders 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 framework, which is shared with department heads, signed off by the MD and shared with the client
- You strive to position TMP as a partner and natural go-to choice for clients

Sales:

- Have the ability to create opportunities with your clients and foster relevant relationships where required
- Secure position as preferred B2B partner for client for core product/solution areas
- Meet individual client sales targets, as per the company financial plan
- Accurate sales forecasting is second nature
- 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:

- Recognised 'A' player
- Being open, energetic, honest, curious, and a natural listener are all traits that describe your operating style
- Natural marketing Sherpa – puts the client and their objectives first
- Leadership – ability to inspire, engage and bring others with you



Experience

- 10 years, plus previous agency/client-side experience, at least 4 years with one organisation
- You have been recognised and promoted during your career
- Experience of meeting challenges presented by B2B marketing with complex sales cycle/propositions
- Your clients win awards as a result of the programmes you have sold
- Held previous business development positions and a clear track record of over achievement against targets

Education

- Degree

Key Performance Indicators

- Client profitability
- Sales and revenue targets – per plan
- Client satisfaction 11+

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 are relying 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).

- 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

