Job Description

Account director

Reports to: **Business Director with a dotted line into our Head of Business Development**

We're looking for a self-starting Account Director who's as at home with Direct Marketing, Digital and Social as they are working on integrated campaigns covering cross-media disciplines. Confidence and motivation are key in making sure they stand out in a team full of talent.

We need someone who's eager to manage variety in their day, and doesn't need the safety of one large client to define their role in the agency. They'll need a passion for converting that New Business lead and developing smaller accounts to grow into our next £1m+ account. And they'll be well-versed in how media agencies work, so can confidently partner with them to get the best solutions for prospective clients.

Overall role

This Account Director will be taking overall responsibility for the successful development and management of a recently won client, National Express, and New Business opportunities from our Havas Media group sister agencies.

Having just moved into shared flagship offices on St Martin's Lane (with Havas Media and Arena), we're in a prime position to take advantage of their rich client list who want our strategic and creative support. And we've already started the year with two group clients.

National Express is a CRM, Social and Digital account that has plenty of scope for growth. The client is keen for us to guide them and we need a confident, experienced AD who can do just that, reporting into a Business Director who will provide support and mentoring. This account will provide the weekly 'bedrock' of requirement from this role. Taking up about 40% of the time.

The wider opportunity within group will be the other big focus and is being carefully managed by our agency board (Liz Barnsdale – Managing Director, Sarah Stratford – Executive Strategy Director and Geoff Gower – Executive Creative Director) to ensure we're working on the hottest leads that play to our strengths. We need an Account Director to support the board, and James Bartram – Head of Business Development, in converting the leads.

Because our sister agencies do media, it's necessary that any candidate being put forward has

experience of working closely alongside media agencies in their day-to-day. Knowing how to work in partnership with them to get to integrated solutions for clients.

Overall this is an exciting high-profile role. The successful candidate will be working closely with the ais London board, as well as with senior people across our wider group agencies. This offers a real chance for a fast-track career here, especially if you can prove your ability to grow and develop the business.

Responsibilities

Strategic and creative development

- Act as, and be seen as, a respected and trusted strategic adviser to clients
- Take all necessary measures to gain a full understanding of the client's business, their issues, opportunities and objectives
- Work with the managing director (MD), business director (BD), Head of Business Development and planners to proactively develop ideas, strategic proposals and presentations aimed at driving the client's business forward and, by so doing, developing the business for the agency
- Strive to produce challenging, award-winning and effective creative solutions. Understand the value of a creative idea and training the junior account handling team in this
- Ensure that all work developed and presented is relevant, on brief and in keeping with the client's brand objectives
- Manage the agency's various functions in order to provide clients with a comprehensive, consistent and cohesive agency effort
- Assist the BD in developing a clear annual plan for the development of each account

Developing strong working relationships

- Take responsibility for building and managing a strong working relationship with all levels of client, including our most senior clients and sister-agency contacts
- Build the trust of the client through clear direction, honesty and integrity
- Where possible, build friendships with clients beyond the day-to-day work
- Contribute to client reviews with our senior client contacts to identify and address any issues

Project management

- Make sure that all projects undertaken are transitioned into and managed effectively by the agency. Delivered on time, on brief and on budget
- Make sure that all necessary administrative paperwork, such as weekly status reports, contact reports and estimates, is provided by the agency
- Communicate to clients any changes that may have occurred that will affect the delivery of activity

Team management

- Work with the MD/BD to make sure each account has the correct level of resource allocated to it
- Manage the wider account team supporting on your projects/accounts effectively, and make sure all members of the team understand their responsibilities and expectations
- Manage the MD/BD's time effectively to make sure they're aware of all key developments and are involved as necessary
- Make sure the team provides clients with a consistently high standard of service
- Act as coach to each member of the account team to help develop their skills and experience
- Conduct regular reviews with all team members, setting and agreeing clear objectives, involving the CSD, BD and HR
- Take responsibility for recruiting new team members, as and when necessary
- Always make sure your teams are supported in terms of delivery. Never leave the building if a junior member of your team is struggling

Financial management

- Take responsibility for the long and short term income of each account
- Strive to achieve financial targets as agreed with the MD/BD
- Take responsibility for the day-to-day financial management of the account, including estimating and billing
- Provide weekly updates to the MD/BD
- Provide financial forecasts each month for a three-monthly period. Make sure they are as accurate as possible, and understand why this is important

Skills and experience

- Demonstrate a sound understanding of advertising, direct marketing and CRM strategy
- The confidence, ability and personality to deal with, and earn the respect of, senior clients and agency teams
- Demonstrate a track record of developing, implementing and managing complex, multi-media, communications programmes for major brands
- Be able to develop sound strategic ideas and proposals
- Have good written skills with the ability to write clear, thought-provoking creative briefs, presentations and proposals
- Be confident at presenting both strategic ideas and creative work
- Be able to write clear, concise and inspirational creative briefs
- Demonstrate good creative judgement
- Have experience of developing campaigns across a broad range of different media
- Have strong communications skills and the ability to build strong relationships internally and externally

- Demonstrate strong leadership and management skills
- The ability to inspire, motivate and drive all members of the agency team

Living and breathing our brand values

It's essential that everyone who works at ais London not only understands our values and what we stand for, but conducts themselves in a way that reflects these values.

As Account Director, you must act by example when representing the agency. You should also ensure your teams understand these brand values and that they endeavour to live and breathe them.

Collaboration

It's all about working together to achieve great results. Talking to each other; sharing ideas and moments of inspiration; agreeing, disagreeing; joking, being serious. Not being afraid to say what you're thinking. It's about looking to the future and what we can do better, not blaming each other for past mistakes. It's about combining creativity and technical expertise to pull off that big idea. It's about a group effort to produce the best work for our clients. And to make money while doing so.

Passion

A total commitment to creating brilliant ideas. This comes from the heart and drives everything we do. It's an excitement and enthusiasm for the 'off the wall' idea that suddenly might really work. And it's the drive and energy to work as long and hard as it takes to make it happen.

It's a passion to help our clients succeed with their objectives. And going the extra mile to surprise and delight them. It's about being proud of the value we can bring to our clients' businesses. And being rewarded for a job well done.

Inspiration

Love the work we do. Be inspired by everything around us. Show commitment and energy and enthusiasm. It's about creating an atmosphere that is exciting, lively and entertaining. It's about inspired thinking. About leading by example. About rolling up your sleeves and just doing it.

Irreverence

Taking our work seriously. Never ourselves. Brushing aside convention and safe-thinking to reach that special idea. That creative spark. Pushing the boundaries as far as they'll go. Then pushing some more.