

**90TEN** is a global healthcare communications consultancy with a mission to make people healthier and happier through life-changing medical education and communications. We provide medical communications, public relations and patient advocacy services that use behavioural science methodologies to maximise brand and health outcomes. As part of Envision Pharma Group – a global leader in medical affairs – we have the depth and breadth to change lives across the world.

**90TEN Medical** is our medical education division staffed by academic scientists, medical writers and healthcare marketing experts. Our award-winning work includes medical and scientific strategy development, multichannel marketing and events and creative education programmes for our clients in the pharmaceutical and biotechnology industry.

What really sets us apart in our field is that we are creatives who think outside the box. We have a passion for delivering high science through unique and compelling content that is designed using our behavioural science-infused suite of tools. Whether it is verbally, experientially or visually, we capture the hearts as well as the minds of our audiences, giving them simple steps to achieve positive change.

Importantly, we are a people-first business. We prioritise, grow and develop our individual passions. The outcomes are life-changing for our team, our business and for the healthcare landscape.

We are looking for an exceptional Senior Account Director to join our growing team that is currently supporting clients working in oncology, cardiovascular disease, dermatology, influenza, women's health, rare diseases and more.

## Senior Account Director

The Senior Account Director is a leadership role within our Medical division and is responsible for undertaking day-to-day leadership of one or more large client accounts (>£500k), ensuring programmes are delivered effectively, professionally and in-line with the agreed strategy, specifications and budget, while maintaining the very highest standards of compliance. The Senior Account Director will develop deep relationships with clients and healthcare professionals and demonstrate strong competencies in strategic counsel.

The Senior Account Director will independently manage medical communications programmes from strategic concept, through to implementation, ensuring appropriate allocation of tasks between team members and providing updates to the Associate Director/Director as required. The Senior Account Director will have strong financial management skills and is responsible for forecasting, budgeting and reconciling of projects. Together with senior colleagues, the Senior Account Director should also be skilled in business development, including leading/supporting proposals, new business pitches and delivering on organic growth plans.

The Senior Account Director will contribute to the management of the division, being part of the divisional Leadership Team, and may have one or more direct reports.

### Core responsibilities

- Lead on day-to-day account management, team oversight and client counsel, taking responsibility for communicating programme aims and updates to all key stakeholders
- Oversee client account teams and help lead the development of strategic plans with minimal oversight from Associate Director/Director(s)

- Create effective partnerships with clients, internal teams and external vendors
- Take responsibility for quality control of team's work and provide constructive feedback when required
- Oversee or lead planning and prioritising the team's work to ensure completion according to client requirements and deadlines
- Demonstrate coaching skills and take every opportunity to provide guidance and support to all members of the team
- Make recommendations to the Associate Director/Director regarding best practice and potential for organic growth
- Lead annual client feedback reviews with the Associate Director/Director to ensure outstanding client service is delivered
- Develop and leverage a deep understanding of behavioural science to effectively use 90TEN's suite of proprietary tools to drive effective behaviour change
- Demonstrate a deep understanding and knowledge of the market in which clients operate, and proactively share knowledge with colleagues

### **Commercial and financial management**

- Create or oversee client account finances, including developing budgets, proposals and reconciliations
- Provide accurate forecasts on the account to enable resource planning and help to ensure that programmes are delivered on target
- Demonstrate a commercial mindset and actively seek opportunities for additional projects with clients in order to meet organic growth targets
- Oversee or lead year-end and project reconciliations and work closely with accounts team

### **Teamwork and team leadership**

- Lead team meetings and share client and company information to keep team informed and engaged
- Ensure team are effectively and appropriately resourced. Act proactively when required to re-balance workloads
- Maintain regular communication with junior team members, ensuring the team operates in the most effective and efficient way to meet client needs
- Work closely with specialist service teams including the BSci team, business development team and Creative Labs (digital and design)
- Complete performance reviews, objective setting and career and development planning for direct reports
- Coach, mentor and motivate junior team members, ensure objectives are met and individuals have clear career plans
- Deliver on plans and actions developed by the Leadership Team and the Senior Management Team

### **Business development**

- Help drive new business development and play an active role in new business pitches and proposals
- Proactively contribute to the development and updating of case studies and other credentialing materials
- Encourage team to contribute to, and participate in, new business activity including research, brainstorming, making client contact and presenting, as appropriate

- Provide suggestions to Associate Directors/Directors for opportunities to grow and expand our work with existing and new clients
- Explore opportunities with former clients and contacts

### **Administration and reporting**

- Encourage team to complete all administration and reporting internally and in line with client requirements including completing timesheets
- Maintain up-to-date knowledge and capability in all main software packages including Microsoft Office

### **Level of experience**

- Preferably educated to degree level in a life science or clinical discipline or equivalent (BSc, MSc, PhD)
- Typically, at least 7 years' prior experience in an account management role in a medical communications agency environment, including considerable experience as an account lead
- Experience leading large programmes, preferably in a global environment
- Experience growing accounts successfully
- Preferably experience mentoring and/or line managing others

### **Experience/skills required**

- Able to manage complex delivery programmes effectively
- Excellent financial acumen
- Able to lead and motivate teams to deliver projects effectively
- Good interpersonal skills and ability to interact confidently and appropriately with colleagues across the business, and to work effectively as part of a global, multidisciplinary team
- Strong decision-making and critical thinking ability
- Able to think creatively and innovate
- Able to build strong and positive relationships with client and other external stakeholders.
- Ability and confidence to discuss strategy with client and provide counsel
- Strong negotiation skills
- Excellent meeting facilitation and presentation skills