

## Account Director

The Account Director will be the key client day-to-day contact. They will be responsible for ensuring client accounts are serviced according to agreed specifications leading the team to deliver to client expectations on time, and on budget, and in line with evaluation metrics.

The Account Director will ensure the efficient implementation of client account work, activating the right team members at the right time while also ensuring that the account teams are adequately resourced to deliver to forecast. Together with the Associate Director/Director, the Account Director should also be competent in organically growing existing accounts.

The Account Director may have additional responsibilities outside of client work if time allows to support 90TEN initiatives that are part of the company's business plan. These may include helping on projects focusing on the CSR, inclusion and diversity, company culture, new business, marketing, service expansion and/or geographical expansion.

### Client service and satisfaction

- Day-to-day client contact
- Have a full understanding of the 90TEN approach to client service and instil this within teams
- Excellent listening skills to understand client needs, flexing approach accordingly
- Lead client meetings and updates
- Ability to think strategically through proposal development and providing sound counsel
- Ensure the team's deliverables are executed to the highest standard
- Excellent verbal communication with clients
- Develop written material to the highest standard flexing writing style and tone according to audience and purpose for the communication
- Identify information of interest to the client and share suggestions on how it may affect the client's business or approach to communications
- Take opportunities to develop issues management capabilities including developing materials such as reactive statements, Q&As and key messages
- Ensure that evaluation metrics are set and monitored
- Conduct post-activity evaluation, highlighting strengths and identify opportunities to develop future campaigns and projects
- Contribute to client reviews with the Associate Director/Director
- Lead the development of client MOTs and actively implement the recommendations within them

### Teamwork and team leadership

- Lead team meetings and share client and company information to keep the team informed and engaged
- Ensure there is a client account implementation plan in place and that the team is briefed and activated to deliver against this plan on time and on budget
- Help to prioritise the team's work to ensure completion of deliverables according to client requirements and deadlines
- Responsible for quality control providing constructive feedback to the team when necessary

- Provide support to the Account Manager in effectively briefing team members on revising materials
- Maintain regular communication with junior team members, ensuring the team operates in the most effective and efficient way to meet client needs
- Identify and address team issues and work with the Associate Director/Director to resolve them in a timely manner
- Complete performance reviews, objective setting and career planning for direct reports
- Coach, mentor and motivate junior team members, ensuring objectives are met and individuals have clear career plans
- Regularly engage in dialogue with colleagues to ensure an accurate view and understanding of their workload
- Delegate projects and activities to stretch performance and capability
- Encourage team to complete all administration and reporting internally and in line with client requirements

### **Commercial acumen**

- Define and develop a role on an operational level outside of client work with active involvement in 90TEN initiatives that are part of the company's business plan
- Make suggestions and recommendations on opportunities to improve processes and to advise on best practice so 90TEN can continually improve its services
- Keep up to date with 90TEN's behavioural science methodologies and apply them to client work
- Identify, build and maintain relationships with key stakeholders including influencers, suppliers, client contacts and journalists
- Continuously update and maintain knowledge of the market in which clients operate
- Maintain an up to date knowledge of the ABPI code of conduct as well as client SOPs
- Keep up to date with industry innovations, trends and developments

### **Business development**

- Play an active role in new business pitches, leading on specific elements and attending pitches and credentials presentations
- Provide suggestions for opportunities to grow and expand account work organically
- Proactively contribute to the development and updating of case studies and credentials
- Encourage team to contribute to, and participate in, new business activity including research, brainstorming and presenting, as appropriate

### **Financial management**

- Create account budgets and agree them with clients
- Develop client account forecasts
- Lead on financial management of accounts tracking the team's time against forecast, adjusting forecasts as appropriate
- Provide clients with regular financial updates on budget spend
- Address project scope creep by alerting clients if activities fall outside of scope and adjust budget as required
- Work with Associate Director to ensure account profitability is maximised
- Ensure there is enough resource on client teams to deliver to client expectations and forecast
- Lead budget reconciliations
- Submit all timesheets in a punctual and accurate manner