

## Associate Director

The Associate Director will oversee and drive the delivery of client account plans, ensuring they are implemented effectively, professionally and in-line with the agreed project specification, evaluation metrics and budget. The Associate Director will maintain clear sight of account objectives and will work with Account Directors to hone the strategy and team approach as the environment changes. The Associate Director will be responsible for supporting Account Directors with organic growth and will maintain relationships with clients in an account leadership capacity.

The Associate Director will ensure that each account is sufficiently resourced in order to meet financial forecasts and will manage the team to deliver to these forecasts in a sustainable, profitable and efficient way.

The Associate Director will drive organic growth/new business opportunities and, either alone or in collaboration with the Directors, will be responsible for leading new business pitches and credentials presentations.

The Associate Director will have line management responsibilities and will be responsible for nurturing and championing their lines.

As a member of the Senior Management Team, the Associate Director will hold operational responsibilities in helping to deliver against the division's business plan. The Associate Director will be an advocate for the company internally and externally upholding the highest professional standards at all times.

### Expertise

- Track record of leading international and UK accounts
- Demonstration of leading large pieces of business in excess of £500k in fee income
- Experience in corporate communications, patient advocacy, media relations and digital and social media
- Demonstration of strategic thinking capabilities
- Experience in growing accounts organically and leading new business
- In-depth knowledge of the pharmaceutical industry and the healthcare communications industry
- Conduct themselves to the highest ethical standards in every aspect of work

### Client leadership

- Be responsible for client satisfaction and delivering to client KPIs
- Ensure deliverables are of the highest standard through reviewing materials and advising the team on approach
- Be responsible for developing and communicating account objectives and strategy, both to clients and to the team
- Maintain regular contact with the team to update them on client feedback
- Empower Account Directors to own the day-to-day client relationship and act on client feedback
- Hold Account Directors accountable for delivering to agreed client plans
- Lead on proposal development for clients, developing the strategic direction based on insights, using behavioural science where appropriate
- Be flexible in thinking, being confident to adapt strategic approach as the environment changes

- Lead on issues management with support from a Director as required
- Define and set client account evaluation metrics
- Conduct regular account MOTs to enhance client satisfaction; identify organic growth opportunities and mitigate issues
- Lead client reviews with Directors to make continuous improvement to client service
- Address client issues promptly putting in place action plans for corrective action if necessary with support from Directors as required
- Continually update and maintain understanding and knowledge of the market in which clients operate and adapt plans as necessary
- Uphold 90TEN's commitment to excellence in client service

## **Commercial leadership**

- Contribute to implementing the company's vision, mission and values through leading operational elements of the division's business plan
- Represent 90TEN at industry events and through thought leadership as the opportunities arise
- Identify synergies across 90TEN divisions and Envision Pharma Group that could support the delivery of the company business plan
- Identify, build and maintain relationships with key stakeholders including influencers, suppliers, client contacts and journalists
- Keep up to date with 90TEN's behavioural science methodologies and apply them to client work and new business briefs as appropriate
- Keep up to date with industry innovations and apply them to the work we do in order to add value to clients and to extend our service offer
- Ensure teams complete all administrative tasks
- Be an ambassador for 90TEN across Envision Pharma Group providing advice and counsel to other parts of the organisation
- Ensure compliance to industry and company standards, procedures and policies
- Support cascade of company policies and procedures and optimise team compliance of them

## **Team leadership**

- Be an ambassador for 90TEN modelling the company's behaviours, values and culture
- Take overall responsibility for the quality of the team's work
- Provide inspirational leadership to the account teams, creating opportunities for individuals to work on challenging and stimulating work
- Empower the team to own projects and to help them be as effective and efficient as possible
- Oversee account planning and support Account Directors in prioritising the team's work to ensure completion according to client requirements and deadlines
- Make recommendations to ensure that the correct team structures are in place to deliver against workload and to ensure client satisfaction
- Oversee key team meetings and attend/contribute as required
- Support Account Directors in delivering updates to the team about changes in the programme strategy and scope
- Demonstrate excellent feedback skills and take every opportunity to provide guidance, counsel and constructive support to team members, taking corrective action where necessary
- Delegate projects and activities to stretch performance and capability
- Complete and drive performance reviews, objective setting and career and development planning for linees

- Provide feedback on other team members as and when requested
- Recommend potential new staff members for appointment
- Encourage team to complete all administration and reporting internally and in line with client requirements
- Share client and company information to keep the team informed and engaged
- Ensure participation and visibility in office activities including office meetings, away days, client meetings, socials, etc

## **Financial management**

- Lead client account financial management with responsibility for delivering to client fee forecasts in a sustainable, profitable and efficient way
- Lead on the development of client budgets
- Oversee year-end and client financial reconciliations
- Lead on resource planning to ensure there is sufficient capacity in the client teams to deliver to forecast

## **Business development**

- Lead new business pitches and credentials meetings, with support from Directors as appropriate
- Involvement in new business prospecting, identifying and contacting potential new business leads
- Identify and secure organic growth opportunities
- Provide suggestions to Directors for opportunities to grow the overall business
- Proactively contribute to the development and updating of case studies and other credentials materials
- Cross-sell services within 90TEN and across the Envision Pharma Group