

## Director

The Director will report into the Managing Director to manage and maximise the profitability and growth of the company while ensuring a highly motivated, productive and collaborative team. They will take on significant responsibility in the Senior Management Team with specific business objectives. They will contribute to leading the team to deliver exceptional work and play a vital role in ensuring that we retain the company values and culture at 90TEN.

The Director is accountable for ensuring that the quality of work, counsel, creativity and strategic thinking delivered to our clients is of the high standard that is expected at 90TEN, providing support to Associate Directors as required to achieve client expectations. They will be able to work independently without supervision leading account teams and new business pitches.

Leading organic and new business growth is a key objective for the Director, who will be expected to prospect for new business, lead pitches, secure the business and ensure an effective client onboarding, with high levels of client satisfaction maintained.

The 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 Director will hold operational responsibilities in helping to deliver against the division's business plan. The Director will be an advocate for the company internally and externally upholding the highest professional standards at all times.

### Expertise

- Track record of winning and servicing international and UK accounts
- Demonstration of leading large pieces of business in excess of £1million in fee income
- Experience and knowledge in corporate communications, patient advocacy, public affairs, issues management, media relations and digital and social media
- Demonstration of high-level strategic thinking
- 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

- Take full accountability for client deliverables, and act confidently in all areas without supervision
- Be accountable for client satisfaction and retention
- Provide the highest level of client counsel acting as a strategic business partner to clients
- Provide overarching input into client strategic planning
- Identify opportunities to provide added value to clients
- Ensure that behavioural change techniques are considered where appropriate
- Identify opportunities to develop relationships with senior marketing, communications and board level contacts within client companies
- Promptly deal with client issues if they arise, supporting Associate Directors and other members of the Leadership Team to resolve them
- Have oversight of account MOTs and ensure they are completed by account leads

- Ensure bi-annually client-satisfaction reviews are conducted, taking corrective action where necessary
- 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
- Continuously look for ways to improve operations planning and look for synergies across the business to increase and improve results
- Represent 90TEN externally through networks and connections
- Contribute to industry thought leadership through participation in media interviews, external events and panels as well as contributing to written opinion pieces
- Identify and build relationships with partners to help drive growth and support new service offerings
- Develop and enhance the communications service offering to ensure we continue to meet the client's needs and provide innovative market-leading solutions
- Keep up to date with 90TEN's behavioural science methodologies and apply them to client work and new business briefs
- 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
- 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
- Provide strategic support to Associate Directors as required at a client and operational level
- Take on responsibilities to support division/office-wide announcements and briefings
- Provide inspirational leadership to the team, creating opportunities for individuals to work on challenging and stimulating work
- Ensure that the correct team structures are in place to deliver ongoing client satisfaction, loyalty and retention
- Act as a coach and mentor to colleagues, creating a culture that recognises individual contributions
- Demonstrate excellent feedback skills and take every opportunity to provide guidance, counsel and constructive support to team members, taking corrective action where necessary
- Complete and drive performance reviews, objective setting and career and development planning for linees
- Provide feedback on other team members as and when requested
- Regularly engage in dialogue with colleagues to ensure an understanding of their skills, training requirements and aspirations
- Delegate projects and activities to stretch performance and capability
- Actively help to source new talent through regular meetings and ongoing networking

- Support and contribute to internal training programmes and reinforce the importance of learning and development
- Ensure participation and visibility in office activities including office meetings, away days, client meetings, socials, etc

## **Financial management**

- Be accountable for delivering to client fee forecasts
- Take proactive steps to maximise client profitability to meet agreed targets
- Be responsible for ensuring team resourcing and capacity is in place to deliver to forecasts
- Drive understanding of the importance of completion of fee forecasts, timesheets, resource planners and other key management processes
- Review monthly client financials, identify strengths and risk factors and together with other senior colleagues take proactive corrective action

## **Business development**

- Lead on responding to client RFIs and RFPs
- Lead new business prospecting, identifying and contacting potential new business leads
- Proactively seek business opportunities to deliver against new business targets
- Constantly seek opportunities to deliver organic growth
- Take overall responsibility to ensure that credentials meetings and pitches are of the highest standard and in accordance with the 90TEN new business planning process
- Continuously identify opportunities to network in the industry and to promote 90TEN to potential client contacts
- Cross-sell services within 90TEN and across the Envision Pharma Group