

Job title: Account director

Brief summary of role: Senior account handler and overall responsibility for delivery of client campaigns to agreed objectives and management of related client budgets.

Leading and managing a team of PR professionals and account managers, providing career counsel, professional development support, monitoring and performance reviews

Hours: Full time, Monday - Friday

9.00am – 5.30pm

Reporting to: Managing director / Associate director

Key skills:

- Senior experience within a PR agency or in-house position
- Experience in winning new clients and pitching for business
- Ability to present complex industry information to target audiences
- Expertise at handling a range of media to place products, grow brands or pitch for new customers
- Excellent project management skills with strong organisational and planning skills
- Exceptional written, verbal and presentation skills
- Ability to analyse complex data and interpret it for a range of audiences
- Outstanding interpersonal skills
- Strong negotiation and delegation skills
- Business acumen with the ability to communicate and represent PR at a senior level within the business

Account director duties:

Client / account expectations

- Be the senior contact for client accounts, overseeing and executing client campaigns and assisting your team in the execution of activities as appropriate.
 - Manage client service and agency performance to ensure that projects are delivered on time and within budget.
- Monitor client sectors, topics of interest and make your team aware of issues and opportunities.
 - Develop and present campaign ideas and creative concepts – overseeing PR campaigns from creative brief to implementation and delivery.
- Demonstrate briefing skills to negotiate with all business contacts and relationships.
- Crisis/issues management – taking responsibility for delivery of and response to client related issues where a response is required by the media.

- Responsibility for the management and ownership of staff chargeable time reports to monitor and inform workloads appropriately.
- Carry out an evaluation of client campaigns against pre-agreed recommended metrics, accurate reporting style.
- Lead clients in key communications issues through the provision of strategic advice relating to their business.

Business expectations

- Provide support for agency growth and development of new business pipeline - Responsible for increasing and reporting organic growth
- New business generation in association with the managing director and any nominated new business resource providers
- Championing the agency values and brand
- Overseeing provision of account resources
- Formulating business strategy in conjunction with other directors
- Reporting into the board and providing high level data analysis
- Leadership and management skills within a PR environment

Team development

- Nurture talent and be a key part of developing junior members of the team through training, mentoring and day to day guidance as required
- Identifying training requirements
 - Keen networker to build and maintain contacts with media, influencers, partners and clients