

**Job Specification.**

Job title: Account Director  
Reporting line: Group Account Director  
Department: Client Services Retail

Direct reports: Account Management team

Summary of role: To direct and manage responsible account teams, including supervision and growth of individuals. Manage the profitability, direction and growth and client liaison of each account within the team.

Areas of responsibility:

* Plan and organise resource and support across accounts.
* Ensure highest level of service is consistently delivered from every department.
* Develop and maintain solid client relationships at senior levels.
* Produce strategic proposals and presentations to clients.
* Play a major role in the pitching, winning and development of new business opportunities.
* Monitor and report of campaign performance and development of future strategies.
* Identify and develop growth opportunities for incremental income.
* Financial budgeting and control of aligned budgets, income status and forecast.
* Provide regular SWOT analysis of accounts.
* Quality control of creative process and output.
* Be an advocate and super user of internal platforms and process, proactively improving and evolving on behalf of the CS team.
* Raise your internal profile by means of agency responsibilities over and above your day to day role.
* Effectively manage your team at all times, including their recruitment, assessment, encouragement and development.
* Ensure your team understands the company objectives and is committed to delivering these.
* Act in the best interests of Intermarketing Agency at all times.



**Person Specification.**

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|  | Essential | Desirable |
| Knowledge | * Agency experience in line with the requirements of the role * Strong commercial awareness * Experience of managing large complex corporate clients * Proven strategic experience * Previous experience in pitching and winning new business | * Marketing qualification |
| Skills | * Experience of presenting * Experience of delivering client proposals and pitches * Ability to provide strategic solutions * Strong communicator * Time management * Analytical * Commercial |  |
| Values | Lives by our values:   * Made by ‘us’ * Driven by ambition * Powered by creativity * Guided by respect |  |
| Attitude | * Demonstrates Intermarketing’s core expectations at all times:   + Accountability   + Challenge   + Collaboration   + Advocacy * Keen for new experiences, responsibility and ownership * Positive * Ambitious * Self-motivator * Reliable * Team player * Adaptable and flexible * Desire to improve personal performance | * Desire to shape business and be part of business planning |
| Personal Situation | * Able to work extended hours on occasions when required * Driving License | * Ability to travel to meet clients and occasionally be away from home as and when required |
| Management | * Experience of managing teams including creative * Understand management /recruitment and performance management * Leads by example | * Ability to drive and motivate a team aligned to budgets * Previous agency responsibilities over and above account management |