

**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
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| Skills | * Experience of presenting
* Experience of delivering client proposals and pitches
* Ability to provide strategic solutions
* Strong communicator
* Time management
* Analytical
* Commercial
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| Values | Lives by our values:* Made by ‘us’
* Driven by ambition
* Powered by creativity
* Guided by respect
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| 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
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| 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
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| 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
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