

ACCOUNT DIRECTOR

Expert knowledge; strategic mindset

Position in company structure

Account Directors are responsible for the planning and delivery of all PR account activity for their clients. Most CCgroup Account Directors are dedicated to a particular stream of business, on account of their specific areas of expertise and experience gained from working within a particular sector. That being said, as the business grows, so too will the need for more technology non-stream-specific Account Directors.

Most Account Directors will work on the majority of client accounts that sit within a particular stream. Reporting to an Associate Director/Head of Stream, Account Directors are responsible for setting programme strategies for specific accounts and taking overall accountability for day-to-day delivery. They have deep industry knowledge, identify and convert opportunities for clients to capitalise on, recognise opportunities for additional project fees and lead new business activity. In addition, Account Directors form strong partnerships with stream leaders to plot strategic stream marketing activity which culminates in the generation of a sales pipeline to deliver against set annual income targets.

Main job functions

- Direction and management of account teams to achieve agreed plans and objectives
- Provide quality counsel to clients, establishing a trusted, respectful relationship
- Ultimately accountable for the management of clients, including management of expectations and budget and profitability
- Develop and grow clients and accounts, identifying and converting revenue-generating opportunities
- Set budgets, update forecasts and manage resources
- Established, productive networks amongst journalists, analysts, industry subject matter experts, event organisers AND potential prospects
- Lead the creation and conversion of new business opportunities
- Create and develop PR programmes and campaigns for new and existing clients
- Provide mentoring support to at least one member of the junior team

Responsibilities

Client consultancy

- Be the recognised 'go-to' communications expert for clients; develop and maintain long-term client relationships, providing senior level counsel
- Prepare for and lead client meetings
- Develop briefs with clients and offer advice which shows an understanding of both strategic PR and the wider business context
- Formulate PR plans, develop client SLAs and own the delivery of activity
- Understand what success looks like for each client and ensure campaigns and projects are effectively evaluated
- Use insights, sector expertise, knowledge of the marketing mix and creative thinking to suggest innovative approaches to client campaigns and communication challenges
- Lead brainstorm and other creative sessions to ensure client work remains fresh, developing client-facing proposals and plans

Account team leadership

- Take overall responsibility and be fully accountable for managing multiple accounts and projects, as well as overseeing day-to-day activity
- Lead by example; motivating and inspiring the team to deliver great work

- Be accountable for both the quality and timely delivery of client work
- Formulate PR programmes and campaigns in partnership with account managers/leaders
- Resolve most client issues, recognising when to escalate to Stream Leader/Director
- Organise client teams effectively and understand the strengths and limitations of team members
- Be accountable for client profitability and financial controls across accounts including invoicing, client time reconciliations and time allocations
- Support and develop account managers and executives
- Demonstrate exemplary copywriting abilities, in terms of adopting clients' tones and messages, firm grasp of language and accuracy in copy
- Lead by example by taking a proactive approach to developing and maintaining key influencer relationships, demonstrating productive relationships and client results

Revenue generation

- Play an active, demonstrable role in helping the stream achieve its revenue targets through the generation of additional revenue
- Independently drive opportunities for organic growth across existing accounts (outside of SLA, including creative ideas)
- Identify and secure new business opportunities via your network
- Effectively develop and support pitches, proposals and business development meetings
- Lead brainstorming and subsequent development of creative ideas
- Assist Stream Leader in the development and execution of the stream marketing plan

Financial management

- Input timesheets and expenses correctly and on time
- Allocate client hours to team (avoiding over or under servicing client accounts)
- Manage servicing rates to within acceptable boundaries
- Build budgets and costs for work and negotiate with clients and prospects

People management

- Lead, coach and mentor team members, allocating projects or areas of accounts that will develop and stretch them
- Take responsibility for the professional development and well-being of mentees, including conducting effective annual appraisals and effective monthly mentoring programmes
- Be proactive and frank in providing constructive feedback
- Make recommendations for promotions
- Make recommendations for training/development
- Provide formal and informal training sessions across the agency as appropriate

Research & knowledge development

- Consume news and analyst content relevant to clients and their industries daily, demonstrating deep knowledge and sharing relevant items with the account team
- Follow and research industry trends relevant to clients and their industries, demonstrating an understanding of key issues in the creation of client content and proposals
- Demonstrate a strong understanding of marketing mix, particularly the role of PR in relation to other disciplines through consuming appropriate PR/marketing industry content
- Be aware of trends in the Tech and digital PR space and share with client teams as agreed and internally
- Be a proficient user of social media channels, especially Twitter and LinkedIn
- Commit to securing PRCA Continuous Professional Development certification every year
- Regularly attend PR industry and technology-related events, and take other team members

Agency contribution

- Work closely with the Stream Leader to assist in the successful, efficient running of the stream, consistently achieving financial targets
- Support recruitment by participating in the interview process, devising test briefs and exercises and providing feedback
- Ensure best practice is shared across client teams and the agency as a whole
- Provide advice and guidance to junior colleagues across the business
- Become an ambassador for CCgroup within the industry

Relevant experience and skills – person specification

- Five years' experience desirable in a related role (some PR experience essential – alongside extensive experience in journalism, marketing etc or broader technology roles)
- In-depth understanding and experience of the technology PR landscape and a track record of success working in the broader sector
- Extensive experience of direct client liaison, developing strong working relationships and effective commercial management
- Proven ability in the management of people, creating a team ethic to deliver against client and company goals and of guiding and coaching team members to success
- Proven experience of pitching for and winning new business, identifying and converting organic opportunities within existing clients
- Demonstrable experience of creating and developing client strategies and creatives, and overseeing their successful execution
- Strong and detailed understanding of the principles of PESO and their effective, balanced execution in a B2B PR and marketing campaign
- Can advise on SEO, social media and digital marketing strategy and tactics with client marketing teams – and lead agency team implementation
- Has a firm understanding of agency financial systems and the impact they have on revenues and agency profitability
- Strong understanding of PR and its role in the overall marketing mix
- Well organised, ambitious and confident
- Excited by technology and the benefits it can deliver
- Has the ability to build rapport quickly – brings a broad range of contacts that can help drive client/business opportunities
- Strong spoken and written communication skills, with excellent spelling and grammar
- Motivated to learn
- Is comfortable, articulate and eloquent in presenting in new business situations
- A successful negotiator
- Willing to promote and follow the workplace values of CCgroup (expert, driven, curious, supportive, genuine)

Salary band: £45k - £60k, plus 10% bonus based on company performance and discretionary bonus.

More great stuff about working at CCgroup:

Benefits

- Flexible working & work from home
- Early & late passes (arrive 3 hours late or leave 3 hours early once a month)
- Annual wellbeing allowance to spend on whatever makes you feel good!
- Monthly social events including Summer and Christmas parties
- 3% Contributory pension
- Access to external training
- Access to our wellbeing support service for mental & physical health
- Quarterly awards
- Competitive holiday allowance with additional days off for Christmas
- Your birthday off



- Free eye test & glasses contribution
- Cycle to work scheme
- Travel loan
- Sabbaticals
- Long term service award scheme

To apply, please email Laura: Laura.Kolb@ccgrouppr.com

Check our socials to learn more about us!

We can't wait to get to know you!