

## Job specification

Title:	Account Director
Start date:	Immediate
Location:	Soho, West Central London
Salary:	Competitive, Dependent on experience

### The company:

As full service digital marketing agencies go, we have an unusual pedigree. All our founding partners cut their marketing teeth as clients. And the agency itself was created from a client-side capability as LloydsTSB's in-house digital agency. So P&L is something we understand and a strong, results-centric approach runs right across everything we do.

We launched just four years ago. Yet our client base already includes some of the biggest names in digital marketing. Google (Europe-wide), eBay (Europe-wide), and eHarmony, plus Cancer Research UK, Sony Music, Barclaycard, Carphone Warehouse and TalkTalk.

Strategy, media, and design & build have traditionally been what our clients have looked to us for. But increasingly, our creative offering has had equal billing when it comes to addressing their marketing challenges.

Clients who want true partnerships. Clients who want award-winning innovation. Clients who want better, more accountable solutions.

### The role:

As Account Director, you will be responsible for the overall management of a key client account spanning all aspects of the Essence business (strategy, media, creative, web design, technology). We're looking for people who can passionately represent Essence, ensure outstanding delivery to the client and create new opportunities for us to help them. In this role, you will be working closely with an Essence Partner.

Some of the things we'd like you to do:

- Put yourself in the client's mindset: develop their business like it's your own. Use everything in your background and within Essence to advise, action and deliver amazing results.
- Oversee the client account team, managing Account Manager(s) and, through them, the delivery team
- Take direct responsibility for Essence' quality of work and the smooth operation and growth of the account
- Ensure delivery for the client on time and to budget
- Gatekeep the quality of work before presentation to the client
- Actively drive strategic planning on the account
- Identify opportunities for innovation and improvement on the client account through media, marketing, creative, technological or process change
- Proactively seek out new opportunities for delivering the client's objectives
- Manage resources and costs to deliver target revenue and margin on the Account for Essence.

### A bit about yourself:

- 6+ years commercial experience with several years in a B2C, commercial marketing environment, preferably in a client facing/relationship management role
- Deep experience of digital media, marketing, advertising and/or technology and an active interest in how digital innovation is driving change
- Highly developed interpersonal, team building and relationship management skills
- Effective written communication, presentation, influencing and negotiation skills
- Ability to make decisions and resolve problems quickly and effectively
- Strong organisational skills to effectively manage smooth flow of work through agency
- Time management and the ability to determine priorities and delegate effectively
- Ability to select, motivate and develop staff
- Able and eager to learn new concepts and challenge the existing framework

- A thirst for new learning and a drive to develop new approaches which further thinking within the company
- Analytical and comfortable presenting quantitative information in a client context
- Tact, diplomacy, maturity in relating and interacting with people at all levels
- The skills and drive to be an influential member of the fastest growing Digital Agency in Europe - to keep developing yourself and us...
- Additional language is desirable- French or German preferred