



Job Description

JOB TITLE

- Account Director (AD)

MAIN PURPOSE AND SCOPE OF THE JOB

As a key part of the senior management team, working alongside the Business Directors, the AD is responsible for overseeing a portfolio of clients, acting as the most senior contact on accounts while playing a strategic role in helping to shape and grow the agency.

POSITION IN ORGANISATION

Reports To: Company Directors

Responsible For: Account Managers and Account Executive Team

Budget Responsibilities: Defining and achieving annual budgets for clients, reporting to Senior Leadership Team

DUTIES AND KEY RESPONSIBILITIES

To support Nielsen McAllister's existing and potential client base through:

- Working alongside the Business Directors to formulate and implement the business strategy and growth plans
- Setting and achieving annual budget for clients
- Identifying new business opportunities with existing and new clients within target sectors
- Being the senior point of contact on a portfolio of clients, with final oversight of PR and communications plans
- Setting tone & style of account and ensuring successful delivery through Account Manager and Executive Team
- Attendance at critical meetings and sign-off of agendas of all meetings
- Providing strategic leadership, guidance and direction to Account Manager and Executive Team
- Strategic overview of specific client PR, social and digital content plans
- Using client reporting systems to drive future account strategy
- Acting as lead on new business proposals and pitches
- Raising awareness of the agency and helping to build its brand
- Developing senior press relationships and managing contacts with key commentators, industry spokespeople and sector influencers
- Offering crisis management and advice to clients
- Extending networking opportunities for agency
- Maintaining awareness of industry issues and trends in clients' industry sectors, identifying opportunities for communication and anticipating impact on client strategy
- Attending client events and industry conferences
- Helping develop fresh ideas for client PR and communications campaigns

GENERAL RESPONSIBILITIES

- To abide by the Terms and Conditions of Employment and Company Policies as set out in the Employee Handbook.

Person specification template

| | CRITERIA |
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| SKILLS AND ABILITIES | <ul style="list-style-type: none"> • Strategic thinking: Proven experience in being strategic within a PR agency and delivering for clients • Leadership: Managing the strategy and delivery of integrated PR campaigns and with excellent leadership skills, enjoying mentoring team members • Commercial acumen: Developing client accounts to achieve annual budgets • Business development: Excellent pitching skills and relationship building, with an eye for developing new opportunities with both existing and potential clients. • Communication: Excellent written and spoken English with a detail for spelling, grammar and proof-reading, as well as having a creative flair for engaging copy. • Strong interpersonal skills: Approachable, friendly and empathetic, with an ability to relate to and motivate people on different levels within the agency, client base and media network. |
| EXPERIENCE | <ul style="list-style-type: none"> • Extensive agency experience of PR within a senior B2B environment including specific sectors or industries relevant to Nielsen McAllister • A strong industry network and contacts with senior journalists and members of the media • Proven track record of successfully implemented PR campaigns for a range of clients • Excellent presenter and adept at explaining PR terms and outcomes to senior management teams • Commercial acumen and proven experience of developing new business • Management experience of developing team and overseeing performance |
| KNOWLEDGE | <ul style="list-style-type: none"> • A relevant undergraduate degree such as PR, journalism or English Literature is expected but not essential. • PR qualifications from the PRCA or CIPR. |
| PERSONAL ATTRIBUTES AND OTHER REQUIREMENTS | <ul style="list-style-type: none"> • Self-motivated and must enjoy developing and growing new business • Proven experience in being strategic but also happy 'mucking-in'! • Willing to travel and occasionally work unsocial hours according to the business needs. • Be a good team worker demonstrating loyalty and commitment to the business and other team members. |