



ACCOUNT DIRECTOR

Client Services Department
April 2022, Tommy London

WE ARE TOMMY, ARE YOU?

Are you a digitally-minded, and inspirational account handler who is proud to nurture partnerships with your clients? Do you love to work with some of the best digital creative talents in the business to deliver above and beyond client expectations? Are you an enthusiastic problem solver, who thrives on engaging with all client campaigns at every level?

As an Account Director at Tommy, you'll be responsible for the day-to-day management of some of the most exciting clients in the industry: Netflix, TikTok, Tottenham Hotspur F.C. William Grant & Sons, and Amazon to name but a few. You seek out and deliver new and existing opportunities, partnering with our clients to create 'what's next' and work with other Tommy colleagues and partners to deliver world-class work.

The AD will work within the Client Services team, reporting to the Client Services Director and Group Account Director, to ensure we meet our goals with our clients and hit their objectives during the course of delivering the best possible digital creative and campaigns.

RESPONSIBILITIES

We're looking for someone who:

- Confidently forges relationships and rapport with our clients to position Tommy for success on all fronts
- Leads pitches and RFPs for new projects with our clients, inspiring and pushing the team to do our best work at every stage of the process and deliver on your informed vision for what will chime with the client
- Identifies, pursues, and converts growth opportunities for the agency
- Leverages client relationships for introductions to additional business units and brands
- Develops a thorough understanding of clients' marketing objectives, strategies, processes, and preferences
- Strategically plans for client growth, maintaining client organisation charts and account plans including financial forecasting.

- Able to convince clients of the value of annual planning sessions. Ensures visibility of all major client initiatives over 12 months
- Focuses on both the clients' and agency's objectives throughout the process of a project and continually helps to steward both our internal teams and the client to keep this top of mind
- Works closely with creative and strategic leadership, taking an overall account-level view of the work at all times
- Won't forget about the next by purely focusing on the now
- Liaise with our offices in Los Angeles and Singapore to ensure efficiencies across our global accounts

QUALIFICATIONS AND EXPERIENCE

The right candidate will have/be:

- Extensive account management experience at a leading digital agency or similar organisation
- A successful track record of building exceptional client relationships; the necessary capability, presence, and professionalism to inspire confidence and credibility with clients and colleagues
- Commercially and entrepreneurially minded and driven by achieving and exceeding targets
- Proven track record of growing clients and proactively selling in work
- An excellent understanding and experience of web/internet and marketing; experience in business strategy, information design, creative design, and web technology, as well as a broad understanding of marketing/advertising elements of campaigns, annual plans, strategic goals, and brand awareness
- Excellent verbal, written, presentation, and communication skills with the ability to write outstanding proposals
- A deep understanding and awareness of project development and experience tying project goals to business goals
- Strong organisational, conflict-resolution, and problem-solving skills
- Positive interpersonal, communication, and team-player skills
- A hunger to learn, do great work and push themselves

GET IN TOUCH

If you think you've got the skills, talent, and style to be our new Account Director, get in touch with us at work@thisistommy.com. Send your CV and portfolio along with a cover letter email explaining why you are the best person for the job.

We're committed to furthering equality and diversity in the creative industry, so we'll be especially happy to see applications from underrepresented backgrounds.

Local applicants legally allowed to work in the UK and able to work in our London office only, please. If you're a recruiter, please don't call us. We'll call you.