



GROUP ACCOUNT DIRECTOR

Permanent
September 2022, Tommy Singapore

WE ARE TOMMY, ARE YOU?

Are you a digitally-minded, and inspirational client services leader 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?

If so, you might be the best person for this job. We are looking for a Singapore-based Group Account Director to join our talented global team – someone who shares our love for creative technology, our passion for performance, and our commitment to successful delivery of award-winning projects for the likes of Netflix, TikTok, Razer, Amazon Prime Video, Disney, WarnerMedia, Paramount Pictures & Beam Suntory.

RESPONSIBILITIES

As the team lead and senior client point of contact in the APAC Client Services team, the Group Account Director will be responsible for ensuring client growth and inspiring and managing the team to hit and surpass our clients' objectives in our delivery of cutting edge, large-scale digital creative and campaigns.

This Group Account Director will work within the Client Services team, reporting to the Global Client Services Director and the APAC Managing Director. He / she must have the ability to create and act on new opportunities and maintain strong, influential, and collaborative relationships with both clients and colleagues.

The ideal candidate is someone who is proactive, action-orientated, deeply commercial and passionate about digital marketing with a comprehensive understanding of how emerging technologies can add value to a client's communications.

You will be expected to:

- Develop a thorough understanding of our clients' marketing objectives, strategies, processes, and preferences
- Work under the leadership of the APAC Managing Director and Global Client Services Director and with the Client Services team & creatives to ensure the clients' objectives are met in the course of delivery of pitches and project work



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- Have a clear vision for our responses, defining and building effective and innovative solutions that generate measurable results
- Leverages client relationships for introductions to additional business units & brands
- Lead the Client Services team locally, understanding the internal goals of the team and the business goals of each account
- Mentor and manage individuals in the team with a focus on nurturing their growth and challenging them to improve constantly
- Strategically resource the team and balance their workload to optimise for both client and agency success
- Participate in strategic brainstorming, campaign development, and project brief definition
- Coordinate and participate in internal client-related meetings, keeping on top of clients' projects, status, and deliverables
- Evaluate and lead the planning for on-going account development and growth to propose improvements to ways of working
- Work with the APAC Managing Director to coordinate and participate in new business efforts

QUALIFICATIONS & EXPERIENCE

Account Management

- Robust knowledge of digital advertising excellence, social media and trends in the entertainment industry, with 8+ years account management experience at leading digital agencies, studios or similar organisations
- Understanding and experience of web/internet and marketing; experience in business and brand strategy, information design, creative design, and web technology, as well as a broad understanding of marketing/advertising elements of campaigns, annual plans, strategic



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goals & brand awareness

- Ability to work in a fast-paced environment while managing multiple changing priorities
- Ability to delegate appropriate tasks to maximise efficiency

Financial Performance

Proven track record of working with their team to achieve/surpass targets with the ability to work alongside the APAC Managing Director and Global Client Services Director to inform and monitor these targets per client on a regular basis

- Excellent financial acumen with good reporting and forecasting skills and a clear understanding of the commercial importance of the predictability of future revenue

Leading & Developing Others

- Ability to communicate, collaborate & lead the Client Services team to foster positive working environments
- Ability to manage junior team members and contribute to ongoing learning and development

GET IN TOUCH

If you think you've got the skills, talent, and style to be our new <Job Title>, get in touch with us at workSG@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 diverse or underrepresented backgrounds. Tommy believes the advertising industry should reflect the world to which it speaks.

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