



ACCOUNT DIRECTOR (MAT COVER)

Job specification
Sept 2023

WE ARE TOMMY, ARE YOU?

Are you a digitally-minded, inspirational account handler who is proud to nurture and grow 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?

We are looking for a UK-based Account Director to join our talented global creative agency and production studio - someone who shares our love for creative technology, our passion for performance, and our commitment to successful delivery of disruptive and award-winning projects for the likes of Adobe, TikTok, Coty and Amazon Prime Video.

RESPONSIBILITIES

As the Account Director, you'll be responsible for identifying and nurturing opportunities for account growth, as well as leading multiple projects at one time working with the wider Tommy team to deliver strategic proposals and first class campaigns. You'll be working within the Client Services team, reporting to the Managing Director to ensure the clients' objectives are met while delivering the best possible creative.

This AD will be a key point of contact for both clients and the internal global Creative and Production teams. They must have the ability to create and act on new opportunities for Tommy while maintaining strong, influential, and collaborative relationships with both clients and colleagues.

The ideal candidate is someone who is passionate about marketing and advertising, and has a comprehensive understanding of how social media can add value to a client's consumer communications.

You will be expected to:

- Confidently develop and forge long-term relationships with our clients to gain an understanding of their business problems, marketing objectives, strategies and processes.
- Identify, pursue and convert growth opportunities for the agency with existing clients, leveraging the relationship for introductions to additional business units and brands.
- Act as the main point of client contact, overseeing a roster of client accounts with multiple project teams.
- Work with the Managing Director and Account Director to develop, manage and maintain account plans across all key accounts including financial forecasting, aligning agency and client objectives and identifying opportunities for longer-term account and revenue growth.

- Lead new business pitches and RFPs, inspiring and pushing the team and our clients to deliver best in class work at every stage of the process.
- Focus on both the clients' and agency's objectives throughout the process of a project and continually help to steward both our internal teams and the client to keep this top of mind.
- Work 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'.

QUALIFICATIONS & EXPERIENCE:

- 6 or more years working at a creative agency or marketing firm focused on digital
- A successful track record of building exceptional client relationships, with the necessary capability, presence, and professionalism to inspire confidence and credibility with clients and colleagues.
- Experience working in social media and social media campaigns, with a keen interest in keeping on top of trends both within and outside of the advertising industry.
- Commercially and entrepreneurially minded; driven by achieving and exceeding targets.
- Proven track record of growing clients and proactively selling in work.
- An excellent understanding of the strategic & creative development process, with a passion for making award-winning, distinctive creative work, tying project goals to business goals.
- Excellent verbal, written, presentation, and communication skills with the ability to write outstanding and persuasive proposals.
- Strong organisational, conflict-resolution, and problem-solving skills.
- A strong team-player, with positive interpersonal and communication skills.
- A hunger to learn, ambition to do great work and push themselves.

GET IN TOUCH

If you think you've got the skills, talent, and style to be our new Senior Account Manager, 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.