

Role description

Role:	Account director
Business function:	Commercial – Client Services
Reporting to:	Head of client services
Managing:	Senior account managers, account managers (where relevant)
Prepared on:	11 August 2020

1. Purpose and scope

- To operate as the lead point of contact for your portfolio of accounts, ensuring retention, growth and profitability targets are achieved
- To build and maintain strong, long-lasting customer relationships
- To provide strategic direction to achieve client objectives, utilising different channels/disciplines as required with an integrated approach
- To work with cross-functional internal teams to improve the overall Fresh Egg customer experience

This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.

2. Role responsibilities

2.1 Director responsibilities

- To support the functional head with the implementation of the team strategy
- To have a thorough understanding of the services across Fresh Egg and how they integrate
- (Where applicable) To have a supervisory responsibility over work produced by the team
- (Where applicable) To support team members in achieving their client objectives through specific strategies and tactics to achieve and demonstrate value
- (Where applicable) To line manage effectively through a coaching style of management and to support senior account managers and account managers in achieving their objectives and overall career progression, carrying out all day to day duties to include hiring, appraisals, 121 meetings, team meetings, personal development plans, identifying training needs and performance management
- (Where applicable) To ensure that HR is involved with key issues, contractual changes, performance and development

2.2 Key responsibilities

- To operate as the lead point of contact for your portfolio of accounts, ensuring retention and growth targets are achieved
- To assume overall responsibility for client profitability across your portfolio
- To lead in the creation and implementation of client strategy, with support from the Account Director and technical/specialist staff where required
- To have a thorough understanding of the services across Fresh Egg and how they integrate and to ensure all clients are aware of these
- To build and sustain strong and long-lasting relationships with client-side senior managers and operational staff and maintain frequent contact with any other third party agencies used by each customer

2.3 Client focus and communication

- To ensure that agreed client objectives are in place across all activity and from these create relevant client strategy and tactical documentation
- To be responsible for the strategy, planning and ongoing management of each client within your portfolio, ensuring all work is delivered to a high quality, on time and within the agreed budget
- To proactively advise clients about digital marketing landscape developments and ensure that campaign strategies are adapted in a timely fashion to meet all relevant requirements
- To maximise client revenue, proactively pursuing all relevant cross-sell and up-sell opportunities

2.4 KPIs and reports

- To ensure that client reporting utilises the right metrics to demonstrate value in relation to client strategy and goals
- To report on client profitability across portfolio on a monthly basis
- To meet or exceed personal revenue performance targets
- To contribute towards Fresh Egg's overall client retention targets
- To monitor, report and improve on client satisfaction in line with Net Promoter Score benchmark on a six monthly basis
- To ensure RAG reporting is carried out on your accounts on a monthly basis and inform the key stakeholders when Amber or Red RAG statuses are activated
- To ensure renewals are signed and agreed two months in advance of contract expiry

2.5 Best practice and organisation

- To keep fully up to date with industry developments

- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency
- To represent Fresh Egg at industry events when required and to represent the company in a professional and knowledgeable manner
- To maintain a strong understanding and high proficiency of use of key analytical, market intelligence tools and Fresh Egg proprietary tools

Key behaviours should be aligned to core values at all times.