

Role description

Role:	Account director
Business function:	Client delivery
Reporting to:	Head of client delivery
Managing:	Senior account managers, account managers (where relevant)
Prepared on:	8 January 2020

1. Purpose and scope

- To provide strategic direction in order to achieve client objectives, utilising different disciplines with an integrated approach
- To be responsible for client retention by building strong relationships
- To be responsible for achieving sales revenue targets from existing client base

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 have a supervisory responsibility over work produced by the team
- 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
- To support the team members in achieving their client objectives through specific strategies and tactics to achieve and demonstrate value
- (Optional) To line manage effectively through a coaching style of management and to support 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
- To ensure that HR is involved with key issues, contractual changes, performance and development

2.2 Key responsibilities

- To be responsible for directly managing your own group of clients, as well as overseeing any line reports' portfolios

- To ensure that agreed client objectives are in place across all activity and, based on these, create client strategy and tactical documentation
- To be responsible for strategy, planning and quarterly tracking of each client within your portfolio, ensuring all work is delivered on time and on budget
- To proactively advise your client portfolio about digital marketing landscape developments and ensure that client strategies are adapted in a timely fashion to meet all relevant requirements
- To maximise client revenue using cross-sell and upsell opportunities
- To assume overall responsibility for client profitability across your portfolio
- To build and sustain strong and long-lasting relationships with client-side senior stakeholders and maintain frequent contact with any other third-party agencies used by each client

2.3 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 the overall UK client retention targets
- To monitor, report and improve on client satisfaction in line with Net Promoter Score benchmarks on a six-monthly basis
- To ensure RAG reporting is carried out across your client portfolio 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

2.4 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.