

# Role Profile

## Account Director

### 1 Our Company

Good Growth is a distinctive, successful and fast growing Exeter-based professional services business that is trusted by some of the worlds leading brands to transform commercial performance.

We specialise in blending science disciplines, data and commercial capability to create digital and organisational improvement programmes that deliver transformational results across a wide range of sectors.

Clients range from global brands such as Regus, The Financial Times, Time Inc and The Economist; through to retailers such as GAME, LK Bennett, M&Co, BHS, Debenhams and Whittard of Chelsea; media groups such as Sky, NBCU International and Channel 4; to communications businesses such as ODEON/UCI and charities such as The National Trust and OXFAM.

We offer core services in digital marketing, optimisation, customer relationship management, strategy and organisational transformation.

With the continuing expansion of our clients and service portfolio we are recruiting an experienced and talented Account Director, who is passionate about building relationships and creating commercial value, to lead and develop a range of key client accounts. This role will sit on our management team and will be responsible for a team of client managers who are accountable for the management of the day-to-day programmes delivered for clients. Current projects for this role includes work for: Channel 4, Regus (globally), LK Bennett, M&Co, Virgin Active, The National Trust, The Spectator and ODEON/UCI.

This is a new role created as we continue to grow ahead of the average rate for the digital services sector and as we develop further we will be looking to recruit more people at this level and focus each appointment on specific sectors and/or geography.

### 2 Job purpose

The primary focus of this role is to lead the strategic engagement and commercial strategy delivery for client engagements across optimisation, digital marketing and strategy service lines and to be the line manager to the client managers who are accountable for managing the day-to-day activity in each client programme.

Reporting directly to the Director of Digital, this role will own the key relationship in each of their accounts and will have accountability for ensuring an outstanding client outcome and for maintaining and extending the engagement.

### **3 Key Accountabilities**

- Leading client project teams to deliver high quality, creative and commercial improvement programmes
- Knowing our clients' businesses inside and out in order to represent them and their commercial objectives
- Maintaining the highest degrees of client satisfaction, building deep and long lasting relationships at a commercial/strategic level
- Developing accounts for long-term growth that are aligned with clients' business challenges and priorities
- Capturing client objectives and ensuring that our services address these, with suitable project key performance indicators in place
- Overseeing projects to ensure effectiveness and efficiency in programme management, resourcing and planning
- Spotting key opportunities for our clients and delivering account growth through extensions and cross selling of services
- Supporting client project teams in the governance of delivery process and technical standards
- Owning the details and taking responsibility for ensuring quality standards in all aspects of client engagement
- Ensuring the smooth and successful introduction of new clients and handover from sales
- Actively communicating and reporting on client progress, risks and opportunities across the business and with the management team
- Managing and developing a team of client managers

### **4 Personal Specification**

Account Directors will have:

- Experience of managing multiple client accounts in an agency, outsourcing or consulting environment
- A proven track record of building and maintain long-lasting client relationships
- Exceptional client facing skills
- First class problem solving abilities
- An ambitious, commercial and analytical mind-set
- Excellent communication, influencing and interpersonal skills
- Proven project management and team leadership skills
- The confidence to engage and interact with senior stakeholders
- Outstanding organisational skills and attention to detail
- The ability to work collaboratively with the specialist teams in analytics and digital marketing and with other key stakeholders responsible for contracts and finance

- A high degree of resilience, determination and a 'can-do' attitude
- A graduate level education

## 5 Key performance indicators

Success will be determined by:

- Maintaining the high levels of customer satisfaction (including an NPS score of 8/10 or over – our 2016 average was 8.3/10)
- Delivery of client commercial outcomes
- Driving growth and extensions across allocated client accounts

**Based at:** Good Growth HQ, Exeter, Devon

**Reports to:** Director of Digital

**Direct reports:** Client Managers

**Salary range:** Highly competitive plus incentive

**Job type:** Full-time

**Apply:** To apply for this position please email [careers@sarahwestrecruit.co.uk](mailto:careers@sarahwestrecruit.co.uk), attaching your CV. You can also use this email if you would like to request further information, or a conversation with us about the role.