



CLIENT SERVICES DIRECTOR.

Key Responsibilities

- **Client Relationship Management** – Ensuring client satisfaction hits and exceeds business targets. Driving and supporting Account Teams to maintain high level (exec team and above) client relationships, attending meetings where required. Keeping abreast of client strategy and priorities in order to act as advisor and mentor for Account teams.
- **Strategic and Content Client Support** – Advising and supporting Account Teams to ensure projects delivered exceed client expectations. All projects are produced within the Top Banana brand and to agreed service levels. Project content has a strong connection to client's strategic and business objectives with a clear focus on emotional engagement.
- **Account Management & Development** – building and developing lasting relationships with our existing and target clients. Ability to grow existing client accounts through client-specific business development plans. Support the Client Relationship Director with targeting and securing new clients.
- **Process and Quality Control** – Ensuring account teams are working within the ISO 9001 standards for client delivery. Driving process improvement and efficiencies to ensure continual development of operating systems and procedures. Ensuring highest quality of execution in everything the account teams produce to ensure client satisfaction exceeds targets. To flag up to any inconsistencies in process or quality control to the relevant parties.
- **ROI** – engaging clients with the ROI framework to ensure full buy in. Mentoring Senior Account Managers and Account Managers to ensure that ROI targets are met.
- **Business development** – Full responsibility for hitting business development targets with client portfolio. Actively seeking new connections within key clients and attending client functions/ events to network. Full visibility of client projects on WIP (Quote, Identified projects and Sniffs) being accurately forecasted and updated
- **New Business** – Working with Marketing Communication Manager and Client Relationship Director to support marketing and new business campaigns. Attend new business meetings where appropriate. Responsibility to lead new pitches and allocate resource for pitches and new business wins. Ensuring pitch meets with the client's requirements and strategy and is in line with our brand proposition.
- **Reporting** – Producing monthly reports for Management Meetings to show progress against business objectives and other management issues.
- **Line Management** – Line Management of team in line with Top Banana GREAT communication framework. Strong leadership and performance management ensuring account teams perform at a high level. Supporting and enabling staff to develop through training and regular

TOP BANANA.



communication including probationary meetings, appraisals and other performance related meetings.

- **Strategy** – Implementing business strategy and priorities within the Commercial team. Actively keeping abreast of current industry trends and competitor and client activity. Bringing to the board’s attention any new opportunities, ideas or suggestions that will aid in the progress towards the company vision.
- **Communication** - Supporting the leadership team in cascading key information and stories. Ensuring conversations with clients filter down to account team where necessary.
- **Training and Development** – Support the leadership team in seeking new training opportunities for the Account Teams where appropriate to ensure staff continue to develop and perform at their best. Mentoring role within the account teams to help individual development.
- **Company Culture** – Demonstrate the Top Banana values and live and breathe the brand behaviours. Encouraging others to get involved and feel part of the team to help maintain and uphold the Top Banana culture. Take an active part in team meetings and activities. Having a voice and sharing ideas.

Skills

- Outstanding interpersonal skills – excellent presenter and confident at communicating at a senior level (Exec/board) including facilitation
- Experienced networker and relationship builder
- Organisational skills and attention to detail
- Good stress management
- Autonomous – taking ownership and responsibility
- Strategic thinker – ability to rise above, read the market and anticipate change
- Strategic business planning and goal setting
- High level reporting
- Decision maker
- Leadership – leads by example, establishes trust and respect. Ability to performance manage teams
- Driver of change through teams
- Financial acumen: reporting and forecasting
- Resource allocation and planning
- Flexible – ability to adapt in the moment and responsive to change
- Creative and dynamic – think outside the box, challenge the norm
- Ability to work in a team
- Ability to see projects through
- Computer literate

Requirements:

- Significant event production experience preference, ideally in an agency environment
- Large budget event experience - including international preferable
- Line management experience of teams essential
- Experience of goal setting and communicating strategy essential
- High level of Financial acumen
- Experience of using ROI methodology essential

TOP BANANA.



- Experience of content development and how to bring alive messaging in a conference environment
- Experience of working with internal communications teams essential
- Experience of video production essential

TOP BANANA.