

ACCOUNT DIRECTOR.



Key Responsibilities

- **Project Management** – full responsibility for managing the delivery of a portfolio of client projects across multiple account teams. Including large scale and high budget. Taking on or overseeing others in briefing internal departments, supplier liaison, content development, technical, logistics and delegate management. Attending all events run out of account teams.
- **Content Development** – Lead and drive creative content in conjunction with the Client Services Director across all media, including digital, video, graphics and other communication materials
- **Financial Management** – Oversee financial management of all projects with account team, being responsible for job profitability and maximising margin in line with agreed margin targets. Understanding and managing specific client contract obligations. Ensuring all jobs are cash flow positive. Working with Head of Production to track average day rate to ensure jobs are costed accurately and company targets on average day rates are met.
- **Process and Quality Control** – Be a beacon of best practice with the Production team. Ensure Account teams deliver projects in line with ISO 9001 standards. Offering solutions and suggestions for process improvement and efficiencies. Maintaining high quality of execution in everything the Account Teams produce to ensure client satisfaction exceeds targets as set by business
- **Targets** – ownership of targets within the account team. Supporting Client Services Directors to obtain client buy-in to the framework and ensuring objectives set meet requirements and that effective and timely measurement is in the place. Challenging Senior Account Managers/Account Managers to step outside the day to day and think more strategically
- **Resource Management** – Working with the Head of Production to ensure effective allocation of resources within the team so that clients are best serviced
- **Client Management** – Overseeing the production process, attending client meetings as necessary, communicating at levels up to and including Board level. Creating touch-points with more senior contacts, understanding client strategy to enable higher level conversations and communicating to the Client Services Director any client opportunities.
- **New Business** – Working with Client Services Director to identify new business opportunities. Attend new business meetings and networking events. Working with the Head of Production to allocate resource and leading account team in delivering of pitch. Ensuring pitch meets with the client's requirements and strategy and is in line with our brand proposition.
- **Business Development** – responsible for putting together client business development plans together with Client Services Director. Attend new business meetings and networking events. Working with the Head of Production to allocate resource and leading account team in delivering of pitch. Ensuring pitch meets with the client's requirements and strategy and is in line with our brand proposition.
- **Health & Safety** – to oversee and be responsible for adequate H&S cover with all H&S paperwork being completed on time and in line with current legislation

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- **CRM** – responsible for keeping CRM up to date with client contacts, updating notes etc.
- **Line Management** – Line Management of Senior Account Managers/Account Managers and their respective teams 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 communication including probationary meetings, appraisals and other performance related meetings.
- **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
- Leadership – leads by example, establishes trust and respect. Ability to performance manage teams
- Influencer and ability to manage change through teams
- Financial acumen: reporting and forecasting
- Resource allocation and planning
- Goal setting
- 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

Core Competencies

Working Together

- Works well with others both internally with the agency and externally with clients and suppliers.
- Is authentic and honest and earns respect of others.
- Excellent leadership skills, leads by example and maximise performance of direct reports
- Actively participates within team, supports and motivates others.

Communication

- Excellent listener with the ability to gain a full understanding of what is being required from the communication.
- Actively questions and challenges and encourages others to do so.
- Ability to facilitate meetings with key stakeholders to gain required outcomes.
- Actively communicates cross departments and encourages a spirit of collaboration
- Is clear, concise and accurate in both written and verbal communication.
- appropriately adapts the message, style and tone to accommodate a variety of audiences
- Excellent presentation skills – delivers with passion
- Ability to have difficult conversations
- Can do attitude

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Problem Solving and Decision Making

- Analyses problems by evaluating available information and resources and develops effective solutions to problems
- Takes ownership and responsibility for decisions and is confident making them
- Coaches team in problem solving, leads by example, Instils confidence in others when making decisions and driving outcomes.

Influencing Others

- States own views with conviction and confidence
- Actively listens and constructively engages in discussion
- Is empathetic to others and understands what motivates them
- Provides leadership and motivates others to deliver their best
- Drives change through the Account Team

Planning and Organising

- Excellent organisation skills – ability to juggle multiple projects with varying time deadlines.
- Attention to detail – never missing a trick
- Excellent time management – ability to prioritise and organise tasks
- Shows ability to delegate where appropriate
- Has a clear vision for the account team linked to the business priorities and communicates to the team

Financial Management

- Demonstrates good budget management
- Understands company financial framework and adheres to company policies and rules
- Demonstrates ability to manage cost and resource to deliver best value for clients whilst maintaining margin targets
- Ability to analyse figures and produce reports

Initiative

- Successfully completes tasks independently but is not afraid to ask for additional support when faced with unfamiliar situations
- Proactive and does not need reminders from others
- Identifies and takes action to address problems and opportunities
- Proactive in identifying areas of training that may be required

Strategic

- Thinks bigger. Actively seeks creative and innovative ways to continue to improve service and offerings to clients as well as improvements to processes within the account team.
- Works through situations, issues or setbacks by evaluating options and establishing appropriate action plans

Creative

- Displays confidence in sharing own views and ideas
- Seeks creative input from others and external influences
- Demonstrates ability to critique work against client brief



Requirements:

- At least 6-7 years event production experience preferable, ideally in an agency environment
- Large budget event experience - including international preferable
- Line management experience essential
- Experience of using ROI methodology essential
- 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

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