

# THE : FUTURE : LABORATORY

## JOB DESCRIPTION

Job title:

Client director

Department:

Business Development/Client Services

Reporting structure:

Role reports to: Director of Business Development

Summary of role and responsibilities:

The Future Laboratory is looking for an experienced account director to play a key role in growing The Future Laboratory's reputation and client base. The account director is a key partner for clients, someone who understands the needs of clients' businesses and creates opportunities for The Future Laboratory to provide impactful solutions and strategies that help businesses to become more fit for the future. Working primarily with the Strategy team but also across the company where appropriate with key clients, the account director is responsible for ensuring the delivery of outstanding work and using this to deepen and extend the relationship we have with our clients. She or he will be a champion of our thinking and strive to prove the effectiveness of our expertise across our clients' businesses.

The ideal candidate will have experience developing and delivering future programmes, strategies and innovation in advertising, branding, strategy or design agencies and consultancies to a variety of senior clients. He or she will be a strategic, ambitious solution-orientated individual with the ability to get under the skin of brands and businesses, highly organised and empathetic with an ability to bring out the best in internal and external teams to ensure clients are satisfied.

Key priorities:

- : To create plans and actions to nurture and grow our most valuable clients, helping our business to achieve its growth aspirations
- : To support a client-focused mentality across The Future Laboratory, demonstrating the disciplines and tools that all teams should adopt to create impact and outcomes, and meet clients' needs
- : To work with the Business Development team in a specific leadership role to qualify, respond to and win more Strategy projects and clients

The successful candidate will work across both the strategic and programme solutions we offer to join up more of The Future Laboratory's services to add more value for clients now and as we expand to offer additional services.

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### Key responsibilities:

- : Develop a client growth plan to realise our commercial targets, leading the relationships, growth and management of some of our most valuable clients
- : Apply the same principles and processes to enable members of the Strategy, Account/Project Management and Management teams to do the same with tier-2 clients
- : Become a client's trusted counsellor, engaging in a broad business dialogue and speaking with authority about a client's business
- : Play a lead role in managing existing projects, identifying new briefs and overseeing the process from proposal to sign-off
- : Proactively think through complex business issues and propose potential solutions and recommendations
- : Regularly report to the Senior Leadership Team on the status of account plans and identify key actions to ensure constant growth and nurture client relationships
- : Provide the client perspective and business context throughout a project to ensure the work is useful, impactful and effective
- : Think creatively about how we can continue to amaze clients through new services and ways of working
- : Engage with senior partners and management at opportune moments to further push the relationship we have with clients
- : Share success stories with the wider organisation and identify case studies that will further promote The Future Laboratory brand
- : Play a lead role in new business status meetings, providing updates and potential actions that could further opportunities
- : Solve problems calmly and collaboratively with the supporting team
- : Keep account teams and senior management abreast of important client conversations
- : Work with the Sales team to identify areas in which they can grow specific accounts
- : Clearly identify client expectations from the outset, communicate them to teams and ensure that deliverables meet and/or exceed expectations
- : The role is supported by project managers who facilitate the day-to-day running of projects to enable the account directors to focus on the client's macro, long-term vision
- : The account director will work closely with the global business development director and the head of strategy
- : Direct reporting line to the global business development director

### Essential skills and experience:

- : Extensive experience in a senior client management role at a brand, consulting, design or advertising agency, with a proven record of growing business
- : Experience managing senior clients across various sectors globally
- : Experience with new business proposals and pitches, as well as the ability to 'close'
- : Experience working to and exceeding commercial targets and KPIs
- : Excellent interpersonal and communication skills, with the ability to communicate at all levels within a business
- : Good understanding of business and commercial practice
- : Highly organised and capable of managing multiple deadlines and stakeholders simultaneously across different time zones
- : Experience using Keynote and Excel
- : Experience using Salesforce is a plus
- : Strategic, authoritative, proactive, highly organised, empathetic, ambitious, calm and friendly