

**Job Title:** Key Account Director  
**Level:** Manager  
**Department:** Project Direction  
**Based:** Hartlebury  
**Reporting to:** Director of Events

### **REMUNERATION**

Agreed as per contract of employment.

Bonus & pension contribution scheme as outlined in your contract of employment.

### **THE ROLE**

A hands on operational role servicing a key client. The ideal individual should have experience of delivering large events with all round experience including project/event management, creative, content and producing skills.

They should have a good understanding of the whole event process and supporting functions such as digital, design, print and video production.

This is not a sole business development role.

### **PURPOSE**

The role of the Account Director is to pro-actively lead the assigned account and project teams in an efficient and effective way both internally and externally.

Lead the team in providing a high level of service responding to the client's requests, including resourcing and day-to-day management, continuously looking to improve.

Key decision maker within the business for all account related enquiries, as well as ensuring compliance to any existing contracts and brand guidelines.

Maintain and grow existing relationships with the client as well as pro-actively seeking and creating new opportunities. Operate an account strategy that enables and promotes growth and retention.

Take the lead role in key events supporting and providing direction to the business on all production elements and supporting the client in developing and shaping the event.

### **CHARACTERISTICS**

- A team player who enjoys working as part of a team. Gives direction without dictating.
- Self-motivated with high expectations, standards and determination
- Good listener and communicator with an appropriate voice
- Ability to understand people and environments and adjust behaviors accordingly
- Enjoys working and interacting with people
- Service orientated, always aiming for the best results
- Analytical, the ability to interpret information and explain thought processes
- Self-questioning and challenging

- Attention to detail
- Strong organisational ability

### **SKILLS AND EXPERIENCE**

- Quick to interpret a client brief and what it needs to achieve
- Significant creative acumen in order to be able to create client focused event and communication solutions
- Be able to work under pressure and meet deadlines
- Strong presentation skills in order to support live pitches as required
- Good written and verbal communication skills in order to orchestrate internal departments, external resources and their responses
- Excellent commercial acumen
- Focused on consistently providing high service levels
- Positive attitude towards challenging situations and multi-tasking
- Excellent time management skills involving the ability to estimate accurately the time required to complete projects
- Willingness to learn new skills and develop existing ones
- Must be committed to making 'anything's possible' with a 'can do' attitude
- Experience of delivering large scale events (ideally 500 delegates +) in a senior role, including but not limited to
  - Logistics experience
  - Creative and content development
  - Producing experience

### **ROLES AND RESPONSIBILITIES**

#### **COMMUNICATION / GENERAL ATTRIBUTES**

- To provide the highest level of communication to internal and external clients, both verbally and written.
- Clearly communicate specific actions and requirements to internal and external clients, including the production / preparation and supply of relevant supporting materials.
- To provide a flexible and adaptable approach to work, moulding to and influencing client ways of working. Supporting internal teams / personnel in delivering.
- Logical and methodical approach to work, with a high level of attention to detail.
- Work efficiently and effectively under pressure, ability to use own initiative and make calculated decisions regarding specific projects and account activities.
- Effectively lead and support teams in the delivery of account projects.

### **ACCOUNT MANAGEMENT, PLANNING AND DEVELOPMENT**

- Day-to-day senior contact for the client.
- Manage workflow and quality of work, ensuring output is in line with contracts, SLA's, brand guidelines and clients expectations.
- Forecast projects and allocations of workload, keeping accurate records of account activity
- Profit and Loss of the account. Including forecasting and analysis. Oversee the management of account financials, including account invoices and services
- Drive regular account meetings within the business providing updates to key personnel
- Oversee all account activities, cascading knowledge and helping departments to understand the clients way of working and sharing information that may support in the delivery of any service.
- Constantly review and oversee all services delivered to the client, identify areas for development, driving change and compliance.
- Implementation of an account strategy to focus on growing and retaining existing relationships.
- To drive continuous improvement and regular review of the account internally and externally
- Look to grow the account through new opportunities and areas of the business.

### **MANAGEMENT OF TEAM**

- Line management of the account manager
- Day to day management and support including, allocation of work, timesheets, holidays, sickness, monitoring, team meetings, regular updates
- Manage the professional development of the team through the company appraisal process and regular engagement
- Mentoring and coaching of team, providing direction and support in their day to day activities
- Training and development planning, identifying requirements and opportunities

### **CONTRACT COMPLIANCE & CONSISTENCY**

- Drive compliance in line with client contracts and service agreements.
- Develop processes and procedures that work to ensure compliance against the contract.
- Implement and monitor processes and procedures around the business ensuring compliance.
- Support in identifying, developing and implementing any training in line with delivering the account.
- Work alongside client to ensure compliance of IT policy. Leading any change internally.
- Working with all directors and heads of departments to ensure implementation across the company.
- Ensure internal and external brand compliance. Keeping resources up to date and available to all. Regular monitoring of work to ensure compliance.

### **PROJECT SPECIFIC ACTIVITIES**

- Deliver assigned projects against the allocated role, such as Project Director, Producer, in line with normal operation practices and existing job descriptions.
- Act as the main point of contact for the client
- Clearly interpret the clients requirements and ensure that we are delivering against it
- Work with the client in the development of their content, provide clear direction on shaping the event giving recommendations for delivery
- To work alongside production teams to identify the support required for each project, offering guidance and support in delivery, ensuring that we are meeting the clients expectations
- Work with Account / Project Managers in the delivery of event related projects, guiding them through each step of the processes, sharing knowledge about the account and ways of working that will help them to deliver to the standard required.

### **OTHER**

- Able to travel throughout the UK and overseas
- Driving licence
- Willing to work outside normal office hours when required

### **DATA SECURITY**

At all times you must work within the guidelines set out in the **DRPG** Information Security Policy and your Employee Confidentiality Agreement. Failure to do so will be deemed as gross misconduct.

### **FURTHER NOTES**

The role will be based primarily in our Worcestershire head office. There will be times when this role will require you to work from the company's other offices. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.

At all times you must work within the guidelines set out in **DRPG's** Health & Safety Policy and Employee Manual.

### **THE COMPANY**

Established in 1980, we're one of Europe's most experienced and largest, fully integrated, award winning communications agencies. From the strategic communication consultancy, to our complete in-house production facilities for digital media, video, events & print, we deliver to companies of all sizes that span a wide range of markets.

*DRPG is an equal opportunities employer*