

## \_ Job Description

# Client Director (Account Director)

Strategiq

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### **Suffolk**

Unit 16, Brightwell Barns,  
Ipswich Road, Brightwell,  
Suffolk IP10 0BJ

### **London**

Unit 4.01 Soho Works,  
Tea Building, 56 Shoreditch High St,  
London, E1 6JJ

### **Midlands**

Office 8, 1 Mill St,  
Leamington Spa  
Warwickshire, CV31 1ES

[strategiq.co](https://strategiq.co)

# Introduction

## Formal Job Title

Client Director

## Place of Work

Depending on your location you would be based in either our London office (Shoreditch) or Suffolk office. Whilst we're flexible to day-to-day life, we love seeing people in the office so you'll be shoulder to shoulder with the team and clients at least 3-days a week.

## Type

Full Time, Permanent

## Line Manager

Client Services Director

StrategiQ is an award-winning digital marketing agency and strategic partners for ambitious brands. We design our client's strategic roadmap and create the ideas that deliver results and drive growth. Founded in 2013, Strategiq is a team of 55+ experts across our three studios in Suffolk, London and the Midlands. Every member of our team has a specialism, but they're all marketers.

## \_ Our mission is to be the strategic difference

Welcome to the world of us. It's a pretty special place to be. Full of exceptional experts. Good people and big energy. We're not here to tick boxes. We're here to be the destination agency for clients and the critical factor in their success. Helping shape their trajectory through expert insights and skilled execution.

## Shoulder-to-shoulder, Getting there together.

## \_ Our Values

- **Courageous** - Always doing what's right, not what's easy.
- **Truthful** - Being honest. Being resilient. Being authentic.
- **Knowledgeable** - Industry experts, pursuing the master of our craft.
- **Limitless** - Challenging norms through infinite thinking.

## **\_ Role Introduction**

The Account Director is responsible for ensuring that robust marketing strategies based on business needs are in place across their allocated marketing clients. You will be knowledgeable and results-focused, as one of the go-to individuals within the agency for advice and expertise on all areas of strategy and marketing. As an experienced marketer with excellent communication skills, you will consistently encourage and challenge the Client Leads/Partners (account managers) you work with and our marketing team to deliver results across integrated marketing channels for your clients.

Working closely with the Marketing Performance & Delivery Director, you will be accountable for ensuring that client needs are met and that opportunities to grow client businesses and the monthly marketing retainer are maximised.

As an experienced marketer you'll be able to leverage the full spectrum of integrated digital marketing channels offered by StrategiQ, bringing cross discipline teams together that people are excited to be a part of to deliver the work clients need to solve their business problems:

### **STRATEGY**

Marketing Strategy  
Insights  
Consultancy

### **CREATIVE**

Brand Identity  
UX/UI Design  
Video  
Animation

### **MARKETING**

SEO  
Paid Media  
Social Media  
Performance Marketing  
Email Marketing  
Customer Experience Marketing  
Content  
PR

### **TECH**

Web Development  
Digital Transformation  
Website Support

## **\_ Responsibilities & Required Skills**

- You will ensure that all clients have a considered and rounded marketing strategy with agreed objectives, KPIs and a 'Metric Map'.
- Make constructive and proactive recommendations either directly to clients or through the client services team around opportunities to help them meet their marketing or business goals.
- You will periodically review the campaigns we run for clients to challenge our approach or focus - all with a view to driving greater results and/or profitability for the agency.
- Support Client Leads/Partners (account managers) that you directly work with - plus the wider marketing team - with scenarios that they face, including offering advice or additional strategic support within high profile meetings such as strategy reviews, kick-off meetings and debriefs.
- Play a key role in the client onboarding process to ensure the client sees immediate value in the work they have signed off.
- Have a clear understanding of how fully integrated marketing campaigns can positively enhance our clients' business.
- Ensure that marketing strategies are managed within scope and budget to mitigate both over and under servicing of clients.
- Maintain an awareness of emerging tools and software that enhance our offering and processes and keep up to date with industry news, algorithm updates and emerging legislation that impacts our performance across all digital marketing channels.
- Ability to devise marketing strategies in collaboration with clients; using experience to coax genuine needs from various different client-side stakeholders that help the team in putting in place robust and meaningful campaign goals.
- Ability to question, challenge and understand a client's business plan from a broad range of markets and sectors.
- Create a marketing strategy including budgeting and forecasting for a 12 month period.
- A detailed knowledge of the ever-changing digital marketing space and how to build client strategies and websites that maximise results from your marketing campaigns.
- A confidence and preparedness to host internal and client-facing meetings with a clear agenda that results in meaningful, impactful conclusions.
- Exceptional communication skills that assist in keeping clients happy, while upskilling and supporting our team.
- Outstanding organisational skills that enable you to switch between client campaigns while maintaining an in-depth knowledge of strategic objectives and KPIs.
- An analytical eye and overarching interest in using data to influence your decision-making; making expert use of industry leading tools, Google properties and Excel skills.

- In-depth understanding of consumer motivations and the role in which different elements of marketing can play in the conversion funnel.
- Creativity in problem solving and ideation that is backed up by careful testing and measurement of results.
- Have a methodical and structured approach to research that allows you to consolidate your findings quickly and effectively.

### **\_ Experience we'd love to see**

2+ years agency experience at Account Director Level, or comparable experience in-house as a Head/Director of Marketing.

## \_ Typical week

- **60%** - Client strategy and direction
- **10%** - Client Services Training, mentoring and development of processes and standards
- **20%** - Pitches or renewals for existing client strategies and new business
- **10%** - Self development, training and R&D initiatives

## \_ Role Metrics

- **80%+** NPS on assigned clients
- **50%+** individual billable utilisation
- **70%+** operational profit on clients and projects

## \_ Benefits

- 1-day per fortnight R&D/Training
- Flexible Working from home and our offices in London, Leamington and Ipswich
- Excellent onsite barista coffee and cafe (all offices)
- Inclusive fruit and hot beverages within the office (plus breakfast at London)
- Inclusive gym membership (Suffolk Office)
- Competitive salary
- 15" Macbook Pro, 27" Monitor
- 27 Days Holiday + 3 Days holiday between Christmas and New Year.
- Amazing clients across all sectors
- Annual employee awards
- Conference & training budget

StrategiQ is committed to equality of opportunity for all applicants of this role. We are looking to fill this role with a candidate physically based in the UK and within commuting distance of our three offices. Unless invited by a Director of StrategiQ, respectfully no agencies.