

ACCOUNT DIRECTOR

StrategiQ Marketing Ltd.

ABOUT US

StrategiQ is a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We integrate excellence into organisations transformation journeys to create New Future Value. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities.

Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

WE ARE

RESTLESS

in our quest to grow our knowledge and experience while always defying complacency.

RELENTLESS

in our pursuit of opportunities, approaches and excellence for our clients and ourselves.

REVOLUTIONARY

in our thinking to push the boundaries of the possible.

JOB OVERVIEW

We are seeking an Account Director as a valuable addition to our team. Accountable to the Marketing & Performance Director, you'll ensure that client needs are met, optimising opportunities to grow client businesses and their monthly marketing retainer.

This individual will play a critical role in ensuring that robust marketing strategies to address business needs are in place across their client portfolios. Knowledgeable and results-focused, you'll become a go-to oracle for colleagues to come to for advice and expertise on all areas of strategy and marketing.

An experienced marketer with excellent communication skills, you'll consistently encourage and challenge the Marketing Managers and our marketing specialist team to deliver results for your clients. Performing the 'senior consultant' role for your clients, you'll use astute analysis & insights to make recommendations and build trust with the C-Suite to make strategic decisions.

You'll be able to leverage the full spectrum of integrated digital marketing channels offered by StrategiQ, integrating cross-disciplinary teams in delivering valuable business problem solving solutions:

STRATEGY

Marketing Strategy | Insights | Consultancy

CREATIVE

Brand Identity | UX/UI Design | Video | Animation

MARKETING

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

TECH

Web Development | Digital Transformation | Website Support | AI

KEY RESPONSIBILITIES

01 CLIENT ACCOUNT DIRECTION

- 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 (director & C-Suite) 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.
- Play a key role in the client onboarding process to ensure the client sees immediate value in the work they have signed off.
- Create a marketing strategy including budgeting and forecasting for a 12 month period. You will also have the ability to spot creative campaign opportunities and drive these into play for your client portfolio.
- 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.

02 TEAM LEADERSHIP

- Support Marketing 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, QBRs and debriefs.

03 VALUE DRIVEN

- 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.
- Outstanding organisational skills that enable you to switch between client campaigns while maintaining an in-depth knowledge of strategic objectives and KPIs.

04 DEDICATED TO YOUR CRAFT

- 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.
- 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.
- 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. Utilising agency tools such as Mintel and GWI.

05 CONSULTATIVE

- 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 marketing goals.
- Ability to question, challenge and understand a client's business plan from a broad range of markets and sectors.

TYPICAL WEEK

- 60% - Client strategy and account direction
- 20% - Mentoring & support for Marketing Managers
- 15% - Pitches or renewals for existing client strategies and new business
- 5% - 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
- 20%+ annual client portfolio revenue growth

SALARY RANGE

£50,000 - £100,000 depending on experience and location

QUALIFICATIONS & EXPERIENCE

- Proven agency experience (5+ years) in a senior marketing manager/client services position.
- 3+ years experience at an account director (or equivalent) level
- Excellent communication, interpersonal, and conflict resolution skills.
- Ability to analyse data and metrics to drive informed decision-making.

WHY JOIN US

In a shape-shifting world of rapid technology transformation, AI influence, economic uncertainty and global societal change, we empower business leaders and marketing to thrive in the face of change. Working at Strategiq means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

Our influence will be lasting and profound – for the businesses we partner with and for the people within those businesses. As well as for each person that makes up team Strategiq.

You can find out more about working with us and our Employee Value Proposition (EVP) by visiting <https://strategiq.co/culture/>.

APPLICATION PROCESS

If you'd like to be part of creating value for our colleagues and clients, please submit your CV and a cover letter outlining relevant experience to charlie@strategiq.co.