



## **JOB DESCRIPTION - Account Director**

**Name:**

**Reporting to:**

**Principal Role:**

To effectively orchestrate appropriate agency resources to deliver brand success and agency profitability. Operates at a senior level to drive the client and brand strategy, influencing these as appropriate and developing an in-depth understanding of the client needs. Leads new business development efforts with existing and new clients.

**Experience:**

- Minimum of 4 years within a pharmaceutical marketing related role, or
- At least 2 years experience as an Account Manager

**Skills Required:**

- Leadership capability
- Judgment and problem solving
- Understanding of pharmaceutical and health related issues
- Experience of working with all elements of the promotional mix
- Excellent verbal and written communication skills
- Personnel management skills: Works to develop other junior team members; mentoring
- Sound financial management

### **SPECIFIC RESPONSIBILITIES:**

**Client servicing**

- Responsible for running accounts, encompassing all elements of the client and Agency relationship
  - assumes ownership and responsibility for brand strategy development
  - drives the strategy of the client brand(s) by identifying and solving marketing / business issues
  - manages other account handlers working on the account
  - understands and influences client strategies, translates this understanding into actionable creative briefings
  - orchestrates Agency resources to deliver client results and Agency profit; keeps creative work on track
  - interacts at senior levels with the client and within Cherry; builds relationships



**New Business**

- Actively seek new business opportunities from both existing clients and from new clients
  - derive targeted plans to bring this about
  - lead activities to generate this business
- Heading up pitches with new business development team

**Internal processes**

- Keeps management informed of business status, issues and involves them as appropriate to client benefit
  - understands finances, profit / loss
  - knows when to ask for support
- Monitor all aspects of the business in order to prioritise activities, anticipate difficulties and opportunities and then proactively manage them
  - on top of all administrative items e.g. fee recs, invoicing, timelines / deadlines, etc.
  - knows the market and business intimately, including competitor advertising & activities

**Financial Management**

- Total financial responsibility for individual accounts
- Fee negotiations with client
- Liaison with finance department where necessary

**People Management**

- Manage and motivate direct reports
  - provide coaching and counseling where needed
  - leads by example; shows team-player attitude
  - influences people while avoiding conflict
  - deals with conflict constructively and effectively
  - works to build the internal team through clear communication and genuine interest in others

Signed (job holder)..... Signed (manager).....

Date..... Date.....