

Digital Account Director at Cherry

Due to significant growth across existing accounts and new business wins, we are looking for a Digital Account Director to join the digital account team at Cherry.

About Cherry: we are the largest independent healthcare advertising agency in the UK. We are based in Central London (London Bridge on lovely Bermondsey Street), working on many global accounts with many of the world's biggest healthcare companies.

The agency provides an innovative, collaborative, friendly and flexible working environment where people are rewarded for their valuable contributions in delivering continuous success across the accounts they work across.

Who we are looking for: we are looking for an enthusiastic and commercially focused Digital Account Director with a solid mix of healthcare (Rx or consumer health) and digital expertise, along with the ability to support offline deliveries as required. Candidates that are ready for a step up to Account Director from Senior Account Manager are also encouraged to apply.

About the role: you will be working in a fast-paced environment, leading a collection of global and pan-European consumer health and Rx accounts where innovative digital brand communications are key to our clients' success. Reporting to the Digital Director, you will manage and mentor a talented and dedicated team of Digital Account Managers and Digital Account Executives. Your existing experience in nurturing talent will ensure that your team continue to be passionate about their roles and enthusiastic about their future development.

You will be responsible for growing your accounts, driving revenue for your client's brands and ensuring consistently high-quality deliverables. From strategy development through to execution, you will be the key point of contact for your clients for all their strategic planning and tactical needs. Overseeing the deliverables of your team, you will also be accountable for all key decisions and outputs across your accounts.

On the day-to-day you will collaborate closely with the digital project management, technical development and creative teams, as well as guiding other agency account teams during the brainstorming, scoping and refinement stages of their digital business.

Role responsibilities include:

- Ownership of client relationship on assigned accounts
- Shape the long-term strategic direction of your accounts and ensure all current activities delivered by the team are in line with the agreed direction
- Management of revenue and projections of assigned accounts – including regular reviewing profitability and providing accurate phasing of budgets to help determine forecasts and capacity requirement
- Identify and pursue new business opportunities within existing clients
- Maintain a collaborative and inclusive environment that motivates your account team to fulfil their potential and assume responsibility/accountability in line with their role
- Keep up-to-date with external influences and events, and regularly reviewing impact of changes and new trends on client activities and objectives
- Maintain a thorough understanding of all relevant codes of practice/legislation governing ethical advertising/media/web-based communication with healthcare professionals, patients and public
- Be aware of, understand and promote industry trends and advancements in digital
- Support Digital Director in new business initiatives (pitches and RFPs)

Skills and abilities you'll need:

- Minimum 4 years healthcare communications experience delivering a wide range of project types within a busy healthcare agency environment
- A solid understanding of the healthcare industry, including current issues and trends and regulatory frameworks
- Strategic and process minded with the ability to generate ideas and the gravitas to inspire client and sell in solutions
- Ability to juggle accounts across multiples therapy areas, targeting different audiences across different channels at the same time
- Strong listening and enquiry skills with the ability for getting to know and understand new people, businesses, products and markets
- Strong interpersonal and leaderships skills with ability to motivate and mentor team members
- Good numeracy skills and previous financial management
- Enthusiasm for technology and a passion for digital healthcare marketing – including a good working knowledge of digital strategies and solid understanding of social media and its value