

Performance

# Account Director

Want to work for an advertising agency that has seen significant growth in 2020 and help look after some of their biggest client wins to date? At Tomorrow, we are looking for an Account Director to join our performance team in London.

The role will be joining a busy Key Accounts department that plans, executes and manages performance marketing campaigns for a range of advertisers across a range of verticals.

The role will take full responsibility of a set of key accounts. You will be responsible for building media plans, executing and implementing campaigns, researching new opportunities, communicating directly with clients, suppliers and members of the team and ensuring smooth running of all delivery and the maximisation of revenue and client budget. You will also be required to provide detailed reporting and analysis on a weekly basis.

You will sit within the performance teams in the agency from our office in SW London and we offer flexible working so as to adhere to all government guidelines.

## Responsibilities

- Managing members of the performance team as required to execute successful campaigns as agreed with the client.
- Media planning, buying and client management.
- Assisting new business team in winning new client business.
- Identifying (strategic) opportunities to deliver more value to clients.
- Identifying prospective suppliers, channels and opportunities.
- Developing relationships with partners by phone, email and in person.
- Ensuring campaigns are set-up and delivered correctly and efficiently.
- Putting together creative briefs for relevant teams and ensuring smooth delivery of client creative work as required.
- Liaising and working with the trading and BI teams to execute campaigns.
- Collating and analysing results.
- Client reporting.
- Meeting and building relationships with key client contacts

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Performance

# Account Director (continued)

## Responsibilities

- Incredibly effective written and verbal communication.
- Pro-activity and initiative.
- Highly numerical – ability to translate numbers into actionable activities.
- Confident with marketing technology platforms with relevant hands-on experience of managing Facebook Business Manager and ideally, at least, one DSP.
- Knowledge of other channels (affiliate, native) preferred
- Agency experience essential.
- Confident phone manner.
- Proficient in Excel and Microsoft Office Suite.
- Excellent collaboration skills and the ability to develop and grow team members.
- Attention to detail.
- Initiative to translate briefs and identify opportunities.
- Ability to work to tight deadlines.
- High personal standards – we want people that always want to do better.

## Accountabilities

- Delivery of plans to meet the client brief in the specified timeframe.
- Retention and expansion of key client business.
- High degree of accuracy in planning and forecasting.
- Effective management of team member's workload.
- Delivering measurable uplift in the clients advertising spend.

## The Candidate

- The ideal candidate will be able to bring knowledge of digital media and have a proven track record of exceeding client expectation in terms of KPIs. They will need to be results focussed, articulate, analytical, eager to develop and work as part of a team.

## Salary and Package

- Competitive - depending on experience
- 25 days holiday
- Pension
- Employee perks package