

THOMOND

ACCOUNT DIRECTOR - JOB SPEC

March 2018

Who We Are

Thomond is fast becoming the go-to marketing agency for the country's most exciting high growth businesses.

We create highly-targeted brand strategies through our consultancy services and then deliver powerful results by building expert teams of marketers to provide outstanding activation campaigns.

Our expertise:

- Brand strategy
- Brand identity
- Web and app development
- PR & content creation
- Paid digital
- Data & CRM
- Paid & organic social media

Our client sectors:

Thomond works with the UK's leading Venture Capitalists, Private Equity, Angel Funds and many independent owner-managed businesses.

We specialize in range of B2C sectors, as well as B2B businesses, including:

- Leisure & hospitality
- Tech (apps)
- Retail (e-commerce)

Further details can be found at www.thomond.co.uk

The Role

We're looking for an ambitious Account Director / Senior Account Director to help spearhead our activation department.

We operate as a hugely trusted extension to our clients' in-house teams with the responsibility to drive the growth of their business. This is therefore a great opportunity to play a pivotal role across multiple businesses.

The role will require both strategic thinking and hands-on execution skills. The successful candidate will:

Experience & Knowledge:

- Have a background in B2C marketing.

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- Knowledge of consumer retail, specifically managing the development and optimisation of online / ecommerce platforms is important.
- Show strong commercial acumen with experience in translating brand objectives and sales forecasts to produce robust marketing strategies.
- Be focused on innovations across digital media and be tuned into the business and entrepreneur sectors to provide first-class thought leadership and perspective.

Skillset:

- Display excellent analytical abilities (using various analytics tools) to devise data-driven acquisition and retention strategies.
- Understand how to optimise performance across all marketing tactics - owned, earned and bought.
- Be proficient at creating and managing marketing activation budgets across integrated campaigns.
- Demonstrate excellent project management skills, with the organisational qualities to handle multiple accounts and ensure mission-critical tasks are completed on time.
- Show strong writing ability.

Management Abilities:

Client –

- Have the authority to be the lead contact on all client communications.
- Be confident with presenting at Board level.
- Have experience in selling a brand strategy.
- Be able to up-sell other areas of the business to existing clients.

Internal -

- Report into the Directors / Head of Client Services.
- Carry out regular analysis to review performance of channels and campaigns, and report back to the senior team.
- Oversee and inspire junior team members.
- Manage Thomond's network of freelancers and outsourced agencies, covering brand creative, web / app development, copywriting, paid-for digital and PR.

Attributes:

- Possess an entrepreneurial spirit and have an eye for innovation and future trends in our core client sectors.
- Communicate with honesty and clarity, and create the space for others to do the same.
- Be personable to build trusting and effective relationships both client-side and internally.

Salary & Incentives

- Permanent position
- Competitive salary
- Annual performance related bonus scheme
- Generous holiday allowance with extra days over Christmas, birthdays and for years worked at Thomond

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- Optional pension scheme

Further information -

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