**[Account Director / Senior Account Director]**

**[Job Specification Template]**

***Please note:*** This job specification is as a generic template and does not fully capture the unique requirements and characteristics of an individual company and role. Job specifications are typically tailored to organisations, considering factors such as company culture, values and strategic objectives.

At Reuben Sinclair, we understand the importance of creating personalised job descriptions that accurately reflect a company's ethos and the expectations of the role. We recognise that a one-size-fits-all approach does not convey the nuances and intricacies of individual organisations and the responsibilities associated with the position.

**Benefits of a bespoke job specification:**

1. **Alignment with company values:** A bespoke job specification ensures that the role is aligned with your company's mission, vision, and values. It highlights the unique aspects of your culture and what sets you apart as an employer of choice.
2. **Enhanced candidate attraction and employee retention:** By articulating the specific skills, attributes, and experiences that you are seeking, a tailored job specification not only attracts qualified candidates who share your values and aspirations but also creates a clear promotion pathway that motivates and retains talent.
3. **Improved candidate/employee experience:** A comprehensive and transparent job description establishes clear expectations for potential candidates and fosters an open environment for current employees, contributing to a positive experience for all talent from application to onboarding and beyond.
4. **Supports your Employee Value Proposition (EVP):** A tailored job specification reinforces your EVP by showcasing the benefits of working at your organisation, including career development opportunities, work-life balance initiatives, and unique perks and benefits.

**How Reuben Sinclair Can Help:**

If your organisation requires a customised job specification or assistance in defining its EVP and company values that attract and retain talent, Reuben Sinclair offers tailored services to meet your needs. Our team of experienced HR & Talent Management professionals can work closely with you to create compelling job descriptions (and more) that accurately reflect your company's culture, values, and strategic objectives, helping you attract and retain the best in the industry.

For more information about our services or to discuss your specific requirements, please contact Rohan Shah on [Rohan@reuben-sinclair.com](mailto:Rohan@reuben-sinclair.com)

Job Title: Account Director / Senior Account Director

Reporting to: Director

Location: Hybrid / London Office (3 days per week)

Salary: Outline salary banding

**The Company:**

Provide an overview of your company ensuring you outline your organisation’s EVP and the values upon which the company operates.

**The Purpose of the Role:**

As an Account Director, you will be responsible for overseeing a portfolio of key client accounts, driving strategic PR initiatives, and providing leadership to a team of Account Managers and Executives. This role requires an individual with exceptional client management skills, a track record of delivering impactful campaigns, and a passion for driving business growth through outstanding PR strategies.

**Key Responsibilities:**

**Client Leadership and Management:**

* + Serve as the primary point of contact and trusted advisor for key client accounts, fostering strong relationships and understanding their business objectives, challenges, and opportunities.
  + Develop and execute strategic PR plans aligned with clients' goals, ensuring high-quality deliverables and timely execution of campaigns.
  + Lead client meetings, presentations, and strategic planning sessions, providing counsel, insights, and recommendations to drive business outcomes.

**Strategic Planning and Campaign Development:**

* + Develop overarching PR strategies and campaign frameworks tailored to each client's unique needs, audience, and market landscape.
  + Collaborate with internal teams and external partners to conceptualise, execute, and measure integrated PR campaigns across traditional and digital channels.
  + Stay abreast of industry trends, emerging technologies, and competitive insights to inform strategic recommendations and proactive opportunities for clients.

**Team Leadership and Development:**

* + Provide mentorship, guidance, and professional development opportunities to a team of Account Managers and Executives, fostering a culture of excellence, collaboration, and creativity.
  + Delegate tasks, set clear objectives, and oversee the execution of client deliverables, ensuring alignment with strategic objectives and client expectations.
  + Conduct regular performance evaluations, provide constructive feedback, and identify opportunities for skills enhancement and career advancement within the team.

**Financial Management and Business Growth:**

* + Take ownership of account profitability, budget management, and revenue growth for assigned client portfolios.
  + Identify and pursue opportunities for organic growth within existing client accounts, as well as new business development initiatives to expand the agency's client base.
  + Contribute to new business pitches, proposals, and presentations, leveraging industry expertise and client success stories to win new accounts and projects.

**Knowledge and Experience**

**Client Leadership and Management:**

* Strategic Relationship Building: Demonstrated ability to build and nurture strong client relationships, understanding their business objectives, challenges, and opportunities.
* Communication Skills: Excellent communication and interpersonal skills to serve as the primary point of contact and trusted advisor for key client accounts.
* Business Acumen: Strong understanding of business dynamics to align PR strategies with clients' goals and drive desired outcomes.
* Problem-Solving: Ability to identify challenges and provide strategic counsel, insights, and recommendations to address them effectively.

**Strategic Planning and Campaign Development:**

* PR Strategy Development: Proven experience in developing comprehensive PR strategies and campaign frameworks tailored to diverse client needs, audiences, and market landscapes.
* Integrated Campaign Management: Expertise in conceptualizing, executing, and measuring integrated PR campaigns across traditional and digital channels.
* Market Awareness: Stay updated with industry trends, emerging technologies, and competitive insights to inform strategic recommendations and identify proactive opportunities for clients.

**Team Leadership and Development:**

* Leadership Skills: Strong leadership qualities to provide mentorship, guidance, and professional development opportunities to a team of Account Managers and Executives.
* Task Delegation: Ability to delegate tasks effectively, set clear objectives, and oversee the execution of client deliverables while ensuring alignment with strategic objectives.
* Performance Management: Experience in conducting regular performance evaluations, providing constructive feedback, and identifying opportunities for skills enhancement and career advancement within the team.

**Financial Management and Business Growth:**

* Account Management: Demonstrated capability to manage account profitability, budgeting, and revenue growth for assigned client portfolios.
* Business Development: Proven track record in identifying and pursuing opportunities for organic growth within existing client accounts and initiating new business development initiatives.
* Pitching and Presentation: Proficiency in contributing to new business pitches, proposals, and presentations, leveraging industry expertise and client success stories to win new accounts and projects.

**Benefits**

* A list of all company benefits.

**Equal Opportunities**

We are committed to being an equal opportunity employer, ensuring fair treatment for all applicants and employees regardless of gender, gender identity, age, disability, religion, belief, sexual orientation, marital status, race, ethnicity or any other characteristic protected by applicable laws.