



Account Director (Brands)

Tommy London

Job Opportunity

1 May 2018

Account Director (Brands)

WE ARE TOMMY, ARE YOU?

Are you a digitally-minded, proactive doer who is proud to nurture partnerships with your clients? Do you love to work with some of the best digital creative talents in the business to deliver beyond client expectations? Are you an enthusiastic problem solver who thrives on engaging with client campaigns at every level?

If so, you might be the best woman or man for this job. We are looking for an experienced Account Director with a focus on brands to join our talented global team in the London office. We seek someone who shares our love for creative technology and our commitment to successful delivery of award-winning projects for the likes of **Tesco Mobile, Amazon Video**, and our other burgeoning brand clients.

This is a fantastic opportunity for the right candidate to shape our Client Services offering as we grow our team and expand our brand-focused client base. We seek someone to love our existing clients and to help us engage new ones in equal measure.

RESPONSIBILITIES

As well as owning the strategic and tactical leadership of client relationships, the Account Director will be responsible for identifying and nurturing opportunities for business growth. The ideal candidate will be passionate about digital marketing and have a comprehensive understanding of how emerging technologies can add value to a client's communications. She or he must have the ability to create or act on new opportunities and maintain strong and collaborative relationships (including identifying and pursuing retainer opportunities).

Daily, our Account Director will be expected to:

- Establish a thorough understanding of our brand clients' marketing objectives, strategies, processes, and preferences
- Act as the main brand client contact and oversee a roster of accounts with multiple project teams (primarily in London but eventually across Tommy's three locations)
- Work alongside Digital Producers and Creative and Development Leads to gain client-alignment and ensure that brand clients' objectives are met in the course of delivery of pitches, projects, and retained work
- Develop concise, inspiring ways of briefing internal teams, writing excellent briefs and arranging effective briefing sessions and internal review sessions
- Support the Operations and Production teams in managing project finances, including revenue forecasting, retainers, and invoicing
- Play an active role in hiring, managing, and mentoring more junior members of the Client Services team as it expands



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SKILLS AND EXPERIENCE

The following skills and experience will set the successful candidate apart from the rest. We will only consider applicants with high scores against this list of essential skills and qualifications.

Essential skills

- The ability to plan and strategise at a senior level
- A strong portfolio of digital advertising campaigns and interactive experiences including web, mobile, social media activations, and video
- A robust knowledge of digital advertising history and trends
- Strong understanding of web development technologies, social content creation, online advertising specifications, and design lifecycle
- A deep understanding and awareness of project development and experience tying project goals to business goals
- Ability to leverage client relationships for introductions to additional businesses
- Ability to facilitate communication between external clients and internal teams
- Excellent verbal, written, presentation, and interpersonal communication skills with the ability to write outstanding proposals and briefs
- A keen attention to detail and budgetary restraints
- Strong organizational, conflict-resolution, and critical thinking skills
- Positive interpersonal, communication, and team-player skills including but not limited to having a sense of humor
- Effective team management capabilities, including the ability to delegate appropriate tasks to maximize efficiency

Qualifications

- Proven experience working in client services at a senior level in the digital creative advertising industry or at marketing firms focused on digital
- Demonstrable brand experience is essential – specifically with consumer/FMCG, telecoms, automotive, and entertainment brands
- An undergraduate degree in Advertising and Marketing Communications (or similar) or equivalent industry experience

GET IN TOUCH

If you think you've got the skills, talent, and style to be our new Account Director, get in touch with us at Work@thisistommy.com. Send your CV and portfolio along with a cover letter email explaining why you are the best person for the job.

We're committed to furthering equality and diversity in the creative industry, so we'll be especially happy to see applications from underrepresented backgrounds.

Local applicants legally allowed to work in the UK and able to work in our London office only, please. If you're a recruiter, please don't call us. We'll call you.