

## Job Description

<b>Job Title:</b>	<b>Account Director</b>
<b>Location(s):</b>	<b>Reading</b>
<b>Role Objective:</b> (brief summary of key function of role and where it fits into the organisation)	
<p>An account director will head up a number of accounts across the agency, working with the SAM/AM to develop a PR programme based on client expectations. The AD is ultimately accountable for the actions of the whole team, so must be aware of any potential issues with the day-to-day running of the account and ensure the team is motivated and has the necessary skills and resources to succeed. An account director is also involved in securing new business opportunities and working with a team to deliver successful pitches and PR proposals.</p>	
<b>Key Responsibilities:</b> (list key tasks, responsibilities, deliverables etc.)	
<p><b>Account responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Plan, develop and oversee the execution of PR strategies to support the objectives of the client's business, within agreed timescales and budgets to ensure the account remains stable and profitable</li> <li>• Hold regular client review meetings to review the PR strategy and ensure it complements business and marketing objectives and plans</li> <li>• Identify opportunities to increase fee income and sell additional services to clients, through additional ongoing activity or project work</li> <li>• Ensure rigorous quality control is maintained in all work produced by the account team, and Berkeley guidelines are adhered to</li> <li>• Provide messaging and marketing support for clients as appropriate</li> <li>• Speak regularly with clients to ensure they are happy and to discuss any potential issues or a need to reset expectations etc</li> </ul> <p><b>Company responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Actively develop own new business opportunities through industry contacts, networking, attending events, exhibitions, social networking etc</li> <li>• Be active on the company blog and Twitter and understand the tools and benefits associated with digital PR and encourage the sharing of new ideas, tools and approaches</li> <li>• Attend credentials meetings to qualify leads produced by the telemarketing team or other lead generation activities and lead pitch team</li> <li>• Line management responsibilities for AM/SAM level and responsibility for mentoring other individuals within the organisation</li> <li>• Be involved in setting and enforcing company policies and procedures and training programmes</li> <li>• Take a lead role in helping to cultivate team spirit and culture in the office, along with emphasising the Berkeley company values (PIES) in collaboration with the Divisional Director (DD) and Deputy.</li> </ul>	

- Identify strengths and weaknesses in the team; work with individuals setting goals and improve specific skills
- Be prepared to provide hands-on support to colleagues when required
- Have achieved the first level of Storytelling accreditation. Berkeley's storytelling philosophy will be second nature in written and verbal work
- Advise clients on making media materials reflect Storytelling, and proposing additional projects with storytelling at their heart. Promote Berkeley's Storytelling Academy to clients and in Berkeley's social media with a view to achieving additional revenue through the Academy.

**Skills & Experience:** (include generic, specific sector, people management, languages etc.)

The AD will ideally possess the following attributes:

**Key Skills:**

- Strong leadership skills to inspire and motivate individuals to exceed client expectations.
- Good listener and approachable
- Creativity, energy and enthusiasm
- Good organisational and time management skills
- Display autonomy and accountability; be able to make a decision.
- Strong relationships with all target media, including national and online press
- Self - motivation and a persuasive manner
- Proven spoken and written communication skills across a variety of areas
- Enhanced 'people skills', able to adapt to a range of audiences both internally and externally
- Thorough understanding of clients' business and their market.
- Consistent professional manner
- Proven presentation and negotiation skills

**Educational Qualifications:**

Minimum level required:

Degree-level or Equivalent