

# Account Director

alestrasolutions@gmail.com

Phone :

Web :



## Job Summary

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Vacancy :

Deadline : Oct 15, 2024

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Employment Status : Full Time

Experience : Any

Salary : £50k - £65k

Gender : Any

Career Level : Mid Level

Qualification :

## Job Description

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An award winning independent PR agency, known as a GREAT place to work, is looking for an experienced Account Director to lead on an iconic beer brand among some other FMCG clients. This is a role for someone who thrives in a fast paced, creative environment, delivering exceptional client service and impactful, integrated campaigns.

If you have a passion for lifestyle and FMCG brands, want to feel part of a growing, culture first integrated agency and you love experiential marketing, and brand activations, read on.

**The Role:** As Account Director, you will manage high-profile clients, including a leading beer brand, overseeing their event and activation-based campaigns. Your role will include leveraging partnerships with talent, media, and on-trade partners to deliver brand experiences that move the needle. You will have the opportunity to work on a variety of further accounts, collaborating with a talented and creative team known for producing award winning results.

There is less of a press office focus on these clients, however an understanding of news hijacking, reactive stories and more crucially, the ability to pitch in regular insight and strong features would be preferable.

Otherwise you will be a great client handler and be great at navigating brand campaigns seamlessly. You'll need to have strong cultural awareness and an established network of media contacts to broker meaningful partnerships that align with clients' brand goals. Your ability to secure brand and media partnerships and execute experiential campaigns will be a big plus in this role.

You will lead a team, including an Account Manager and an Account Executive, providing mentorship and ensuring the smooth running of client accounts. The agency is a really collaborative environment, and you'll be working across teams with social and influencer experts to deliver integrated campaigns.

### **Key Responsibilities:**

- **Strategic Leadership:** Develop and implement strategic campaigns for clients, ensuring alignment with business objectives and delivering measurable results.
- **Partnerships & Events:** Manage brand activations and broker media partnerships, overseeing high-quality on-site event delivery.
- **Client Management:** Build and maintain strong client relationships, providing strategic counsel and ensuring high levels of satisfaction and retention.
- **Team Leadership:** Mentor and develop junior team members, fostering a culture of creativity and excellence.
- **Collaboration:** Work closely with social and influencer teams to integrate campaigns across multiple platforms.
- **New Business Development:** Support business growth through pitching and securing new client projects.

**The Ideal Candidate:** You will ideally already be working as an Account Director, with strong experience in the lifestyle and FMCG sectors, and a proven ability to manage experiential campaigns. You'll have a deep understanding of cultural trends, a broad network of contacts, and experience brokering partnerships with influencers and media. Exceptional organisational skills, attention to detail, and the ability to manage multiple projects are essential.

You'll also be a strategic thinker, confident in presenting ideas, and have a collaborative mindset, working seamlessly with internal teams to deliver integrated campaigns. Festival and event experience is a plus.

**Why Join?** This is a fantastic opportunity for an ambitious Account Director to work with high-profile clients, leading exciting, culturally relevant campaigns. The agency is known for its collaborative, creative environment, and offers excellent opportunities for career progression.

We welcome candidates from all backgrounds to apply, the agency cares deeply about equal opportunities and creating a diverse and inclusive workplace, and has been an ever present in the PR Week Pay Gap project.

We will aim to get back to as many applicants as possible. However if you haven't heard from us in seven days, your application has not been successful this time.

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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