

Job scorecard - Account Director

To be responsible for the management of account relationships and delivery of projects for our clients. To grow key client accounts. To be a member of the agency senior leadership team.

Values

Generosity - Ambition - Curiosity

Competencies

- **Self-organising** - you take responsibility for your own schedule and workload. You know what's expected of you each week and can confidently resolve competing priorities on your time.
- **Teamwork** - you achieve your goals working with your colleagues and clients - you avoid being the hero and you're never a team of one. You understand the reasons for our baseline standards and you stick to them.
- **Integrity** - you set clear commitments and expectations and you do what it takes to meet those commitments.
- **Resilience and tenacity** - you handle the difficult situations. When faced with a challenge, you step up to solve it and do not wait for others to work it out for you.
- **Sensitivity to others** - you are polite and considerate to client and colleagues and understand that we're all working toward the same goal.
- **Strong opinions, lightly held** - you speak up, but you'll listen to critique with open ears.

Impact outcomes

1. **To lead the day-to-day management of digital accounts, ensuring our clients are receiving the best possible quality of service and that we deliver projects on time, on budget and on brief.**
 - a. To work with Deeson project teams to ensure that we are exceeding client expectations as an agency partner and are responding to their needs at all times.
 - b. To be accountable for the successful delivery of agreed projects and support work being delivered for Deeson clients.
 - c. To act as first escalation point for clients where issues/concerns about project delivery are not being adequately resolved within the project team.
 - d. To work closely with sales and marketing functions to ensure senior people at key client organisations have a good understanding of the Deeson proposition and its relevance to their organisation and responsibilities.

- e. To work as part of project delivery teams to ensure that the needs of senior client stakeholders on projects are exceeded.
- f. To own the agency's client satisfaction scoring systems and take proactive measures to address issues identified and to maximise client satisfaction.

2. To grow the business we do with existing clients through creation, identification and conversion of new commercial opportunities.

- a. To identify and convert new commercial opportunities with existing clients that the agency would not have otherwise had access to (the "farmer" approach).
- b. To own and execute key client account roadmaps by developing a deep understanding of specific client challenges and their business objectives.
- c. To use a strategic consultancy approach and commercial acumen to assess the relevance and value of Deeson services to key client organisations

3. To grow the agency's relationships within existing client organisations.

- a. To build commercially valuable relationships with senior people at key Deeson client organisations with a focus on growing our network beyond our immediate client contacts.
- b. To understand the strategies, plans and priorities of client organisations and teams so that you can articulate the role for digital platforms and transformation in supporting the delivery of those strategies, plans and priorities.
- c. To work closely with project delivery teams to gather and act on information received by project delivery teams about our clients.

4. You take an active leadership role in the agency's growth.

- a. You participate in setting the strategy for the agency and lead how account development forms part of the agency's overall growth.
- b. You line manage the agency's account management team to ensure we are capable, resourced and effective in delivering account management.
- c. You identify and own the solving of complex issues that might stop the agency fulfilling its growth potential.

5. You achieve the six monthly KPI related to agency-wide client satisfaction.

6. You achieve the six monthly KPI related to account growth opportunities which have been generated through your own initiative.

7. Your team achieves the six monthly KPI related to billable hours logged.