

Group Account Director – Marketing Agency SW London

Integrated / Channel Marketing
Automotive

A superb opportunity for an outstanding individual to join a well-established and ambitious independent marketing/digital agency based in South-West London. This is an opportunity for someone who really wants to make their mark and progress to Business Director level within 12-18 months.

This is a rare opportunity to join a fast-growing, independent agency with a stellar client base. They need a Group Account Director to take control of one of their largest automotive clients and continue the phenomenal growth they have enjoyed over the last 5 years.

Company profile

This role is with an exciting and successful independent marketing agency, with a broad range of blue-chip clients from a wide variety of sectors but with particular strength in the automotive sector. They help their clients make measurable and sustainable changes to their businesses and help brands deliver their promises to customers, through their channel and partners.

Their work includes digital business applications, websites and portals, CRM, incentive programmes, email campaigns and a broad range of communications including live events.

With a team of over sixty, they are based in SW London, moments away from rail and tube links.

Role and requirements

You'll lead the Agency team from the front, building on their deserved reputation for strategic insight and superb delivery, while uncovering new opportunities for revenue growth. Your success will add further impetus to their development into a world class marketing provider.

By gaining a thorough understanding of your client's business and the challenges they face, you'll write your own briefs and develop programmes to solve critical business problems and add real value.

A detailed and current understanding of the automotive industry is imperative along with a track record of delivering complex programmes through integrated teams. You'll already be working in an agency in a similar role but have a burning ambition to take your career to the next level. This is a fast track to senior agency management for candidates able to demonstrate an ability to consistently grow revenue and build long-term client relationships.

Internally, you'll need to be a shrewd resource and people manager, developing your team, juggling priorities and making sure their output consistently exceeds the client's expectations. All achieved while maximising the profitability of each piece of work through astute financial management.

We're also looking for an excellent academic record and at least 7 years' agency experience with, at least 2 years in a similar position.

Skills

- Deep automotive experience and able to demonstrate a track record of developing senior relationships within a top manufacturer, consistently growing revenue and scope
- Happiest when working on a “trusted advisor” basis with clients, tackling a client’s business or marketing challenges
- Data and intelligence savvy – able to absorb and use multiple inputs to generate ideas / solutions / proposals
- Strategic, long term focus combined with excellent delivery standards
- Media neutral – able to use the full marketing mix to build solutions, including digital
- Takes a strategic solution and transforms into practical deliverables and a implementation plan
- Strong financial management skills – maximises profitability and uses resource effectively
- Seasoned manager of multi-disciplined teams.
- Natural people developer / coach with sound understanding of resource management / succession planning
- Excellent written and oral communication skills. Adept at drafting / documenting proposals /. Able to persuade and enthuse clients

Remuneration

- £75-85K plus performance bonus, pension and healthcare (after qualifying period), travel insurance