



Recruitment Brief - Account Director

The Agency

We are a Republic - a coming together of people who can make great work happen. The notion of being a republic, more of a gathering than a hierarchy, felt different when we launched and it still makes us proud.

We launched in 2001 in Battersea, London, with a vision of creating an innovative interactive agency with traditional client service standards.

Creatively-driven, with a focus on Research & Development, we have won many UK and Global awards over the years including D&AD, Cannes, Campaign Big, One Show, Webby, BIMA, IAB Creative Showcase and Creative Circle.

We were Marketing Magazine's Digital Agency of the Year in 2002, 2004, 2005 and 2008, and Campaign Magazine's Digital Agency of the Year in 2006.

We continue to be recognized for our creative work and we need the best people on board to keep making this happen and grow our already enviable international reputation in 2012.

The Role

We are looking for an Account Director who has significant digital and direct marketing experience. You will be responsible for developing Agency Republic's relationship with one of the world's largest telcos.

The account stretches across the customer journey from acquisition to retention and encompasses every touch point from web to mobile, display, social and email channels.

The Account Director will be the critical member of the team. He/she will ensure excellence is achieved in all aspects of campaign delivery and work with the Business Director and Planning to drive the account forward strategically.

Client responsibility

- Main point of contact on campaign delivery
- Interface with a wide range of client from 'Head Of' down to 'Marketing Executive' level
- Enhance the Agencies reputation for delivering sector leading digital acquisition and retention marketing communications to brief, schedule and budget
- Helping to set and deliver the clients digital direct marketing strategy

Team responsibility

- Managing more junior members of the client service team
- Working in close collaboration with Agency Republic's strategy, creative and project management teams
- Ensuring we're working in close collaboration with a number of 3rd party agencies

Agency responsibility

- Driving initiatives that help ensure Agency Republic is the lead agency partner for the world's most connected brands
- Manage forecast on a daily and weekly basis and contribute to hitting the account revenue targets

New business responsibility

- Supporting on pitches

Skills and Experience

You'll need to demonstrate:

- A passion for acquisition and direct marketing
- A strong track record of delivering market leading acquisition and direct marketing
- A record of delivering commercial success
- The ability to inspire a team
- Great Client relationship skills
- Proven record of working collaboratively with Project Management, Planning and Creative to develop innovative solutions
- Minimum 5 years experience working in either client or agency environments
- Experience of working in the telecommunications sector is an advantage
- Management of financials
- Management of AMs/ AEs

Your Package

- 25 days holiday (pro-rated)
- Salary dependant on experience
- Private medical insurance, including reduced gym membership and discounts to Champneys spas
- Free personal financial advice from Independent Financial Advisors which includes salary sacrifice for personal pension plans and mortgage advice
- Membership to Ride2Work scheme which includes up to 30% savings on bicycles and equipment
- Season ticket loan

We can also offer you a great environment to work with passionate people in a dynamic and highly successful agency. There's good training, continual mentoring and a structured career development programme.

Agency Republic is totally committed to equal opportunities. www.agencyrepublic.com