

Client Services Director

Job Description

Reporting to the Managing Director

Role

To oversee and lead the Client Services and Strategy teams which manage and grow our existing client accounts by devising client strategy, developing client relationships and delivering client objectives.

Essential Competencies & Experience

- Educated to degree level or equivalent in a related field of study
- Significant experience in a senior management or executive level position
- Strong marketing thinking and understanding of the communication disciplines
- Exemplary client service skills with the ability to maintain and extend client relationships
- Excellent time management, numeracy skills and attention to detail
- Well-developed inter-personal skills and experience in interacting with senior stakeholders
- Fluent, clear and articulate in verbal communication with the ability to convey interest and enthusiasm when presenting
- Assertive and able to take charge of a situation when appropriate with the ability to lead, motivate and influence others
- Proven leadership experience managing teams and coaching and mentoring individuals
- Excellent understanding and experience of the digital industry

Desired Competencies & Experience

- Previous experience and involvement in growing agencies
- Expertise in rate card and contract negotiation procedures
- Knowledge of e-commerce, web technology and online marketing concepts

Responsibilities

Client Services

- To oversee and lead the Client Services and Strategy teams as they manage and grow existing client accounts
- To create and develop commercial opportunities with existing clients maximising account and revenue growth
- To build a pipeline of future work and ensure that the company's existing client revenue target is achieved
- To input into the strategic direction and associated tactics of client accounts based on a strong understanding of their marketing and business objectives
- To obtain client feedback and drive increases in client satisfaction and engagement
- To negotiate beneficial and competitive rate cards and contracts with client procurement teams
- To manage tracking and reporting of performance to ensure team accountability and quality of service

Leadership

- To drive client service excellence and a culture of delighting clients
- To ensure that your teams are continually developing their digital and marketing expertise
- To develop highly effective teams that attract the best account people in the industry
- To attract, develop and retain talent building a track record of developing leaders

Corporate

- To actively input into the development of our corporate strategy based on an understanding of the digital market and client service management
- To promote the company's purpose and vision and ownership of its values and strategic objectives
- To contribute to the development of a culture that enjoys the challenge of meeting stretching financial and performance targets
- To be responsible for self-development and to participate in the company performance development process
- To carry out all duties in accordance with company policies and standards