



Job Description

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| Role: | Account Director |
| Reports to: | Head of Client Services |
| Line Management: | Account Management Team |
| Salary: | £40,000 per annum |
| Hours: | 40 per week with 30 minute paid lunch break |

Who We Are

I AM Marketing is an integrated agency specialising in live entertainment and arts providing world-class outcomes through combined press, marketing, design and communications.

We are a squad of creators, innovators, discoverers and theatre aficionados. We undertake work and play with imagination and experimentation, using what we absorb to fashion evocative marketing and press campaigns that connect with people, just like you.

Some of our current projects include Falsettos (The Other Palace), The Great Gatsby (Britain's longest running immersive production), Nunsense (Union Chapel starring Fascinating Aida's Dillie Keane), Fame (UK/International Tour & West End) and many more.

Your Role

Account Director

As Account Director you work closely with the Head of Client Services and the Account Management Team in developing and implementing integrated advertising campaigns to generate awareness of our clients' products, which leads to increased opinion and consideration, and ultimately increased sales.

Success for this position is measured by the ability to lead high-profile projects in a fast-paced environment with a focus on generating results. Building and fostering trusted, collaborative relationships with our clients, internal teams and external agency partners. And, being seen as a leader/mentor within the department and the agency, while demonstrating accountability for the progress and success of projects.

Your Responsibilities

As Account Director you will:

- Work with the Head of Client Services to secure clients through:
 - Preparing pitch documents
 - Preparing quotes
 - Preparing financial/margin analysis
 - Negotiating final terms with the client
- Manage and strategise the ideation and delivery of new creative assets with Account Managers across print, digital, audio and video as required working closely with our design studio as well as external contractors.
- Manage research and strategy with the Head of Client Services.
- Maintain regular contact and briefings from the Account Management Team on the day-to-day operations of the accounts.
- Brief the Head of Client Services regularly on budget progress.
- Maintain high-level relationships with the clients, venues, ticketing agencies, ticketing consultants, publicists and any other relevant parties.
- Re-strategise and re-budget as required.

- Facilitate regular planning sessions for Account Management Team as well as clients and ensure thinking is always progressive and focused on brand building as well as conversion to revenue.
- Be accountable for maintenance of profitability for I AM Marketing on all your accounts – working closely with the Head of Client Services.
- Approve any major new creative executions before they are sent to the client.
- Approve post campaign reporting documents before they are presented to the client.

What We Need From You

The ideal candidate will have a proven background in entertainment marketing and/or major events. At least 4 years of experience is a requirement together with a true passion for arts and culture is the main requirement.

We are looking for someone able to anticipate client needs and totally focused on client satisfaction. The candidate will therefore need to demonstrate a capacity to respond quickly and directly to clients as the primary point of contact, as well as managing high-level client relationships.

The candidate will also be able to actively seek solutions to problems and challenge both clients and senior colleagues where necessary.

Last but not least, the candidate will possess outstanding presentation and communication skills and will embrace innovation. We are looking for a results driven, creative individual who loves the collaboration of a team environment. In a nutshell, someone fun to be around and a good person to others.

What We Offer You

- 20 days holiday plus bank holidays
- Career development and training
- Complimentary theatre tickets