

# **THE BEHAVIOURS AGENCY**

**JOB TITLE: ACCOUNT DIRECTOR**  
**LINE MANAGER: BOARD DIRECTOR / MANAGING DIRECTOR**  
**DATE: MARCH 2021**

## **PURPOSE**

The sole purpose of our Account Directors is to deliver client and team happiness.

Working closely with both the agency and client leadership teams you will be responsible for the strategic direction, creative excellence and commerciality of the relationship.

## **KEY DUTIES & RESPONSIBILITIES**

1. Relationships - To build strong relationships with clients so they value and seek out input and advice, leading to referrals and recommendations.
2. Strategic planning - working with the planning team, to lead the strategic direction of the client's business and constantly plan ahead in terms of resource and activity.
3. Commerciality - to deliver client/project revenue targets profitably.
4. Creative development - Working with the Creative Director, to ensure all work exceeds clients expectations.
5. Opportunities - To actively seek out growth and creative opportunities for the clients business that could also benefit the agency.
6. Team performance - To lead an account team to efficiently deliver client requirements whilst overdelivering on client delight.
7. Process - To manage agency processes for estimating, quoting, scheduling, briefs, approvals, timesheets, POs/invoicing, client development and client onboarding.
8. Self-development & innovation - To seek opportunities to improve knowledge and pursue self-development and take responsibility for regularly reviewing own performance and personal development.
9. Problem solving - to initiate ways to efficiently and effectively deliver the client requirements and beyond when appropriate.
10. Communication - To respond promptly to client requests, managing expectations in terms of speed and delivery of response.

## **KPI**

Client Happiness - Maintain a high level of client happiness at all times, playing a vital role in ensuring zero legitimate client complaints and ensuring the agency maintains or improves its NPS score.

Team Happiness - maintain a high level of team happiness at all times, maintaining and improving your Office Vibe agreed team score.