



Job description

Account Director

Full-time, Guildford/hybrid working

About 8020

8020 Communications is an award-winning strategic communications consultancy for aviation, travel and mobility. We help clients grow and succeed through public relations and digital marketing, including media relations, digital PR, social media and search advertising. Our experience includes airlines, tour operators, travel agents, aircraft manufacturers, business travel, cargo, fintech, hospitality, loyalty schemes, and travel technology. We're members of the Public Relations & Communications Association and holders of the Association's CMS quality standard.

The opportunity

We have an exciting full-time position for an Account Director. You will need several years' experience of managing communications programmes in an agency environment. Responsible for leading client accounts, you'll develop strategies and activities, oversee their execution, maintain quality control over all aspects of the agency's work, and manage the agency/client relationship. You will also play an active role in new business development and support the agency's marketing.

Account Director

The opportunity

You should be a fully rounded strategic communications operator, with the public relations skills needed to deliver successful B2B and B2C programmes and the business skills needed to grow accounts within the context and plans of the agency.

You'll need excellent writing and editing skills and will enjoy getting to grips with complex topics. You'll be an experienced team leader who enjoys coaching junior staff. A thorough understanding of the news media and social media is a must and you will encourage your teams to achieve outstanding results. We also want to tap your creative instincts to help us create brilliant, original and award-winning marketing ideas. You will attend in-person networking events and go on international business trips with colleagues.

We have a lovely office in central Guildford close to the train station. Initially, you will work from there for three days and the rest of the time from home, although always connected to the team through video and chat. We expect to continue with hybrid working for as long as it works for everyone.

Responsibilities

Client Relationship Management

- Providing strategic and tactical leadership of client accounts.
- Owning and managing client relationships, involving regular telephone, email and in-person client contact.
- Working with account managers to develop annual communications plans for each client, demonstrating creativity and strategic thought.
- Possessing/developing a deep understanding of the aviation, travel and mobility sectors, particularly in the areas relevant to clients, and using this knowledge to create ideas and opportunities for clients.
- Overseeing client account activity, ensuring a high degree of proactivity, the on-time delivery of services and the management of client satisfaction levels.
- Managing client budgets and tracking agency servicing levels to control over- or under-servicing.
- Keeping the operations director advised of important client issues, such as significant PR developments, resourcing needs or contentious matters.
- Leading client/agency meetings.

Account Director

Responsibilities

Written Work

- Expertly drafting and overseeing others' drafting of all day-to-day written materials for clients, including press releases, thought leadership articles, statements, Q&As, speeches, reports and presentations.
- Upholding the agency's quality standards in written work by supervising and coaching junior staff members.
- Developing, structuring and writing communications plans and new business proposals with minimal input from the operations director.

Media Relations

- Liaising with journalists to encourage the generation of favourable/appropriate media coverage for clients and the strengthening of relationships between journalists, the agency and its clients.
- Developing a network of media relationships appropriate to the needs of clients; guiding junior staff members in their development of media relations skills and media contacts.
- Actively monitoring a range of media for issues and opportunities relevant to clients.
- Handling media relations in crisis situations and advising clients on crisis communications management.

Social media and digital marketing

- Advising clients on social media and Paid digital communications strategies.
- Overseeing the planning and coordination of activity across the team.
- Liaising with 8020's digital marketing partners to help design Paid promotional activities and integrate them into client programmes.
- Contributing to and sharing responsibility for managing 8020's own social media activity.

Other client tasks

- Organising and participating in client and agency events, such as press conferences, photo calls and trade show media activities.
- Helping to develop the agency's content marketing business, by proposing opportunities to clients, creating content and managing programmes.
- Contributing to and sharing responsibility for managing 8020's own social media activity.

Account Director

People management

- Leading a team, motivating colleagues and dealing with staff problems.
- Coaching junior staff and working with the operations director to manage their career development.

Business management

- Understanding the agency's business, competitors, client and internal relationships.
- With the senior management team, playing a leading role in new business activities, including the targeting and approaching of potential clients, preparation of pitch documents and delivery of presentations.
- With the senior management team, playing a leading role in the development of new agency services.
- Representing the agency at industry forums, conferences and seminars.

Required qualities

- Self-confident, at ease with advising senior clients and liaising with busy journalists.
- Highly organised, with the ability to keep on top of multiple activities simultaneously.
- A strategic thinker able to match client programmes to short- and long-term business objectives.
- Highly adaptable to change and short-notice client requests, with the ability to remain calm and think clearly under time pressure.
- Enjoy a challenge and be ambitious to achieve outstanding results.
- Empathetic and able to interpret feelings and concerns of others.
- Team-oriented and enjoy delivering great results through collaboration.
- Possess strong writing skills in all the types of work detailed above.
- Possess excellent research skills and enjoy mastering sometimes complex topics.
- Able and eager to travel internationally on business.
- High personal standards and a desire to outperform.

Account Director

Benefits

Working at 8020 as a permanent employee has many benefits, including:

- Attractive salary
- Auto-enrolment pension
- Performance-related company bonus scheme
- 25 days' holiday plus public holidays
- An extra day off on your birthday
- Private medical insurance
- Company-funded external and internal training
- Six-monthly career reviews
- Monthly mentoring scheme
- Monthly grant towards gym membership or other fitness
- Monthly social activities
- Summer and Christmas parties
- International business travel opportunities
- Healthy (and unhealthy) office snacks
- Decent coffee and herbal teas
- Investment in technology to help you succeed
- Positive encouragement at every turn

Why join 8020?

We're a happy, friendly team who are deadly serious about being world-class in our work but also like to hang out together. We aim to hire smart people and give them the training, technology and opportunity to reach their potential. If you want a work environment that's growing, supportive, understands work/life balance and strives for excellence, we could be the place for you.

8020 Communications is an equal opportunities employer.