



# 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 a fantastic opportunity for a talented Account Director to join our friendly and hardworking team based in Guildford. 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 with the agency's marketing.

# Account Director

## The opportunity

You should be a fully rounded strategic communications operator, with the communication skills needed to deliver successful communications 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, to enjoy getting to grips with complex topics and how to coach junior staff in their comprehension. A thorough understanding of the 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. And as life is getting a bit more back to normal, you will be attending in-person networking events, as well as going on international business trips with colleagues.

We have a lovely office in central Guildford close to the train station. You will work from there for three days and the rest of the time from home, although always connected to the team through video, chat and hosted collaboration tools.

## 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 the account manager 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.

# Account Director

## People management

- Leading a team, motivating colleagues and dealing with staff problems.
- Coaching junior staff and working with the managing 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

- The role requires a self-confident individual, at ease with liaising with client contacts and busy journalists.
- You need to be highly organised with the ability to keep on top of multiple activities simultaneously.
- A strategic thinker, able to ensure that client programmes correctly address short- and long-term business objectives.
- Empathetic and able to interpret feelings and concerns of clients and colleagues.
- You must be highly adaptable to change and short notice client requests, with the ability to remain calm and think clearly under time pressure.
- You must enjoy a challenge and be ambitious to achieve outstanding results.
- You must possess strong writing skills in all the types of work detailed above.
- You must be team-oriented and enjoy delivering great results through collaboration.
- You must possess excellent research skills and enjoy mastering sometimes complex topics.
- You must be able and eager to travel internationally on business.
- You must want 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
- 26-30 days' holiday subject to length of service, plus public holidays
- 'Work from Anywhere' scheme, subject to approval
- Private medical insurance
- Monthly grant towards gym membership or other fitness activity
- One-off clothing allowance payment for graduates
- Interest-free season ticket loans
- Company-funded external and internal training
- Six-monthly career reviews
- Monthly mentoring scheme
- Social media personal branding session
- Investment in technology to help you succeed
- Monthly social activities
- Summer and Christmas parties
- International business travel opportunities
- Free breakfast and snacks
- Decent coffee, herbal teas and drinks
- 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.