



Job description

Account Director

Full-time, Guildford/hybrid working

About 8020

8020 Communications is an award-winning strategic communications consultancy for aviation, travel and transport. We help clients grow and succeed through public relations and digital marketing, including media relations, digital PR, social media, search advertising and generative engine optimisation. Our experience includes airlines, tour operators, travel agents, aircraft manufacturers, business travel, cargo, fintech, hospitality, loyalty schemes, and travel technology. Our work combines corporate/B2B communications and consumer PR.

The opportunity

We have a fantastic opportunity for an experienced Account Director or Senior Account Director to join our friendly and hardworking team of 18 people. 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 be a member of the agency's new business and marketing team, playing an active in new business development.

Account Director

About you

You should be a fully rounded strategic communications operator, with the skills to deliver successful communications programmes. As part of the agency's growth strategy, you will play a leading role in organically developing your client accounts, as well as networking within our industries to build relationships and win new business.

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, making use of our AI platforms and ensuring policies are adhered to.

A thorough understanding of the news media and social media are essential. 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 PR and marketing ideas.

8020 is on an ambitious growth trajectory and the right candidate will have the ability to balance demanding clients with the growth of the agency, as well as the scope and appetite to become a member of the senior management team.

Our head office is in central Guildford and we have a workspace in Central London. We practise hybrid working and require most staff to work together in our Guildford office three days per week, to boost knowledge, productivity and culture. Depending on your location, you will be expected to work in Guildford for a minimum of one day per week.

Responsibilities

We live and breathe our values at 8020, which your key responsibilities are built around:

Know your stuff

Be hungry for knowledge about our clients, their industries and how we can make a difference. Always bring ideas to the table. Feed yourself with facts and insights, the fuel of brilliant advice.

- Possess/develop a deep understanding of the aviation, travel and transport sectors, particularly in the areas relevant to clients, and use this knowledge to create ideas and opportunities for clients.
- Monitor a range of media for issues and opportunities relevant to clients.
- Lead client/agency meetings.
- Handle media relations in crisis situations and advising clients on crisis communications management.
- Understand the agency's business, competitors, client and internal relationships.
- Be a fully rounded communications operator with deep knowledge of public relations and a high-level and developing understanding of digital marketing.
- Be a strategic thinker, able to ensure that client programmes correctly address short- and long-term business objectives.
- Be self-confident and at ease with liaising with client contacts, journalists, suppliers and other company stakeholders.

Account Director

Strive

Be clear on the goal and get stuck in to make it happen. Spur on the team by passionately playing your part. Make the impossible possible. Savour the thrill of achievement.

- Provide strategic and tactical leadership of client accounts.
- Own and manage client relationships, involving regular telephone, email and in-person client contact.
- Work with the account manager to develop annual communications plans for each client, demonstrating creativity and strategic thought.
- Spot, nurture and execute upselling opportunities that support existing programmes for your clients
- Advise clients on social media and paid digital communications strategies.
- Oversee the planning and coordination of activity across the team.
- Liaise with 8020's digital marketing experts to help design paid promotional activities and integrate them into client programmes.
- Contribute to and share responsibility for managing 8020's own social media activity.
- Play an active role in developing your digital marketing understanding, as part of the Company's Digiteam.
- Develop useful and relevant business contacts. Use these contacts to 'add value' to client programmes and to the growth of the Company.
- With the senior management team, play a leading role in new business activities, including the targeting and approaching of potential clients, preparation of pitch documents and delivery of presentations.
- Be adaptable to change and short notice client requests, with the ability to remain calm and think clearly under time pressure.
- With the senior management team, play a leading role in the development of new agency services.
- Represent the agency at industry forums, conferences and seminars.
- Be able and eager to travel internationally on business.

Be exacting

Set the highest standards and make excellence your hallmark. Always check, never assume. Help others by taking responsibility for your work. Deliver a finished product of which you are proud.

- Oversee client account activity, ensuring a high degree of proactivity, the on-time delivery of services and the management of client satisfaction levels.
- Manage client budgets and track agency servicing levels to control over- or under-servicing.
- Demonstrate expert capability to draft and oversee others' drafting of all day-to-day written materials for clients, including press releases, thought leadership articles, statements, Q&As, speeches, reports and presentations.
- Uphold the agency's quality standards in written work by supervising and coaching junior staff members.

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- Develop, structure and write communications plans and new business proposals with minimal input from the operations director/client service director.
- Liaise 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.
- Develop 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.
- Organise and participate in client and agency events, such as press conferences, photo calls and trade show media activities.
- Be highly organised with the ability to keep on top of multiple activities simultaneously.
- Deliver constructive feedback on and approve content drafted by account managers and account executives.
- Use AI tools in accordance with company policy for research, idea generation and content development.

Be honest

Earn trust and respect by giving straight answers. Have the courage of your convictions, even if it's uncomfortable. Confront the truth so we can find the best solutions together.

- Be a trusted advisor to your clients, providing clear advice and challenging the client's opinion when necessary.
- Keep the operations director and client service director advised of important client issues, such as significant PR developments, resourcing needs or contentious matters.
- Be transparent and communicative about workloads to senior colleagues.
- Encourage clear communication, openness and respect within the team.

Care

Look out for others as they would for you. Observe, listen and respect. Help each other through the ups and downs. Create the moments of joy that only come from a team.

- Lead a team, motivate colleagues and deal with staff problems.
- Be team oriented and ambitious to achieve outstanding results.
- Coach junior staff and work with the operations director/client service director to manage their career development.
- Be empathetic and able to interpret feelings and concerns of clients and colleagues.
- Work collaboratively as part of your client team, and your wider 8020 colleagues.
- Be a positive role model for junior colleagues and mentees, providing a safe space for open and honest discussion.
- Enjoy sharing your own and colleagues' successes.
- Celebrate the great work!

Account Director

Required qualities

- A self-confident individual, at ease with liaising with client contacts, new business prospects and busy journalists.
- 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.
- 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.
- Possess strong writing skills in all the types of work detailed above.
- Team-oriented, delivering great results through collaboration.
- Possess excellent research skills and enjoy mastering sometimes complex topics.
- Be able and eager to travel internationally on business.
- Driven to outperform.

Account Director

Benefits

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

- Competitive 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.