

Account Director

£45k - £50k
+ profit share



Powerful brands for ambitious businesses

We are a brand-led, creative agency providing the perfect balance between strategy, creativity and delivery.

We create powerful brands for ambitious businesses, bringing brands to life through creative communications, environments and experiences that change the way that people think, feel and act.

Diverse clients including FTSE 100 companies, elite sports teams, global challengers, public bodies, academic institutions, entrepreneurial players and social enterprises choose to collaborate with us.

What we do helps businesses to grow and creates long-term value.

rbl-brandagency.com

Background

Over the past 8 years we have established a diverse, high quality client base serviced by a team of 5 designers and 3 client services specialists.

We have ambitious plans for the future that will see us deliver brand strategy programmes, campaigns and communications for key clients that include: Birmingham 2022 Commonwealth Games, the NFU, Motorsport UK, Severn Trent, Innovate UK, Warwick University with a host of other exciting new projects in the pipeline.

We operate from an open-plan studio in the centre of Leamington Spa, just over an hour from London by train with great connectivity to the rest of the country.

The Future

With the essential infrastructure in place - a close-knit team, a strong client base, a proven strategic branding process, high-quality premises and excellent facilities - the agency is targeting success on a number of different fronts

This naturally requires us to bring on board new people to extend the service offering, build the team and fulfil our potential.

Agency objectives

These are our shared measures of success - two external, two internal:

1. Outstanding client results
 2. Distinctive creative work
 3. Rewarding agency culture
 4. Superior financial performance
- and if we do all of the above we will create a
5. Powerful agency brand

What is the role for a Account Director?

We are looking for someone who wants to play an integral part in the next stage of our development as we win and deliver nationally and internationally significant branding projects. You'll be joining a small, tight team where you will make a very real difference. You'll have the ability to shape our future as an agency and set the standards that will determine our success with both new and existing clients.

We are looking for an exceptional candidate with the following skills, experience and attitude:

- Outstanding written and verbal communications skills
- Proven experience of brand development (research and strategy)
- Ability to influence at manager, director and board level
- Desire to establish and uphold the highest standards across all client services activities
- A strong belief in team work
- Digital experience is preferable
- 10 years+ agency experience

Responsibilities include:

- Acting as an ambassador for the agency in all client interactions
- Building relationships with new and existing clients at all levels
- Working with clients to understand and define their strategic brand and marketing objectives
- Designing and costing programmes of work to deliver clear results
- Creating a wide range of fee proposals from complex tenders to simple quotes for tactical design projects.
- Working with the agency team and our external partners to deliver creative solutions
- Providing the strong and consistent administrative support to ensure efficiency
- Developing the account to secure future opportunities for growth.
- Providing input to the agency's marketing activities, including writing blogs and orchestrating sector based new business campaigns.

You will become the voice of the client internally, ensuring that the clients' needs and requirements are clearly understood and acting as an advocate for their brand at all times.

Salary and benefits

Salary in the region of £45,000 - £50,000

Profit share scheme after 1 year

How to apply

Send your CV and a covering letter to our Agency Manager Victoria Goodwin who is managing our recruitment process using the email admin@rbteam.com.

We will review any applications and invite short-listed candidates for an informal telephone, Skype or face-to-face interview in the first instance to see if there is a strong fit on both sides.

For those candidates where we feel there is a real opportunity for us to work together, we will invite you in to make a formal presentation to our management team.

Formal presentation

Present using any method you like in a way that engages the team, communicates clearly and inspires confidence.

Given the job role, our vision for the future and our agency objectives, how would you answer the following questions:

- Why rbl?
- What qualities and experience can you bring to the team?
- What do you see as the big opportunity for rbl?
- How would you help us to realise that?
- What is your vision for the role of Account Director.?
- Present a project that you were responsible for and that demonstrates your capabilities as an Account Director.

Thank you for taking the time to read this job specification and understand our application process.

We really hope to hear from you soon.



Rebecca Battman
Managing Director