

Account Director

Purpose Statement:

Passionate leader with deep understanding and applied expertise in business strategy and integrated marketing communication that are transformational and contribute to building and maintaining strategic, strong and enduring relationships with existing and prospective clients; while providing oversight to client account teams and developing their skills.

Marketing Skills

- Possesses deep, applied expertise in integrated marketing (channels, tools, analysis, techniques, leverageable business examples)
- Passionate leader of integrating business, brand and customer insight to drive transformational marketing strategies and results
- Expert in shaping creative executions that result in impactful, on- target marketing programs, identifying breakthrough ideas while anticipating client perspectives
- Successful applications of Agencies offering portfolio, resulting in clearly identified new business wins
- Consistently drives cross-capability teams to be insight- hungry marketing champions.

Business Management Skills

- Successfully delivers the execution of complex, cross-capability programs that result in sustainable results
- Demonstrates capability of running a client business, effectively managing financials, billability and profitability
- Effectively balances client and Agency demands for on- time, on-budget delivery
- Consistently creates solid revenue forecasts, with accurate representation of committed vs. upside/downside revenue.

Leadership Skills

Drives professional, impactful verbal and written standards within team, fueling shared accountability for high-quality client work

- Engenders trust, inspires and develops colleagues through contagious passion for clients and their business
- Actively participates in shared learning/new business presentations, fuelled by strong presentation and advisory skills
- Displays a high degree of integrity and is respected by clients/ teams/peers
- Uses superb listening skills to identify and react to opportunities and issues
- Actively manages direct reports, providing just- in-time coaching to drive behavioral changes – models appropriate behavior for all reports
- Open to receiving feedback and taking action to facilitate self-development

Client Management

- Clear leader of insight-driven recommendations to clients and an in- depth knowledge of client's business
- Demonstrates success at taking a difficult executional client situation and turning it into strategic advisor relationship
- Demonstrates accountability to ensure deliverables are on strategy and meet quality standards
- Demonstrates ability to see beyond explicit assignment and to identify

8+ years' experience in a similar role.

Apply to enquiries@isafrica.education quoting the job title on the subject.

