

Digital Account Director – Job Description

About us

Cognition is a leading UK digital marketing agency, based in Birmingham, but with a global footprint. We pioneer a blend of marketing, technology and psychology to create successful marketing and sales strategies that deliver impressive results for a breadth of organisations across multiple sectors.

We are HubSpot Diamond partners and one of the largest and longest established partner agencies.

Our team is dynamic, hard-working, friendly and supportive. We believe in work-life balance and provide flexible working hours to support this. Our head office is in the centre of Birmingham – just five minutes from New Street Station, though our team can choose to work from home too, if they prefer.

The Role

We are looking for a senior digital marketer and experienced account handler to join our team. Working alongside our Strategy Director and a team of Associate Account Directors and Account Managers, you will be responsible for leading a number of accounts; building excellent relationships with client stakeholders and ensuring the agency is meeting our clients' strategic objectives, whilst delivering profitable projects and campaigns.

The role is digitally focused; you will oversee strategies and campaigns using a range of digital platforms, channels and tactics.

The person

The ideal candidate will be passionate, determined and driven. You'll be a leader, comfortable bringing together teams across the agency, to motivate people and make things happen. You will be confident working with senior stakeholders and challenging the status quo to deliver great work and value for our clients.

You will thrive working in a fast-paced environment, responsible for multiple accounts. You'll immerse yourself in your clients' businesses; understanding their goals and challenges, and making sure the work we do for them exceeds expectations and delivers successful results.

You will have a strong commercial focus; identifying opportunities and selling new projects to clients, while being responsible for the profitable delivery of projects and campaigns on your accounts.

We are looking for someone strategically minded, who can get under the skin of a client's business and use the right tactics and channels to plan a great strategy. You'll be hands-on too, overseeing the roll out of campaigns and projects in line with the strategic plan, ensuring this delivers against objectives.

Responsibilities

- Lead a portfolio of client accounts
- Lead an Account team to plan and deliver marketing strategies, based on evidence and insight
- Ensure the strategy is on track - delivering results and meeting the objectives through regular measurement (against objectives and KPIs), review and refinement
- Weekly check-ins with Account Managers to ensure all tasks are delivered on time and on budget
- Monthly meetings with the board to report on client time against budget
- Ensure all processes from brief to delivery, are carried out to a consistently high standard
- Regular client contact and attending meetings at clients' sites (some national and international travel may be required)
- Reviewing weekly and monthly reports - and presenting to clients - to show performance of strategies and campaigns, provide insight and inform next steps
- Responsible for client retention and identifying new opportunities to deliver non-organic growth across your accounts
- Involvement in new business, including writing proposals and presentations, and presenting at pitches
- Advise clients and your team on digital best practice and latest innovations and trends
- Lead and support Associate Account Director's and Account Managers, helping to drive strategies and ensure excellent client delivery
- Escalation point for clients on all accounts overseen by you.

Experience and skills

- Minimum of 5 years agency experience
- Experience of leading a portfolio of B2B and B2C client accounts
- Experience of managing and mentoring junior team members



- Understanding of the SME market and the nuances that make working with mid-market businesses different to large corporate brands
- Sound understanding of the different marketing channels, tactics and tools available
- Planning and delivering digital campaigns from the initial stages through to final delivery
- Ability to write a clear brief for projects, based on client requirements, and brief to the agency teams
- Confident in presenting to clients and senior stakeholders
- Booking and managing resource - both internally and third party partners
- Strong interpersonal and communication skills
- Excellent written and verbal skills
- Great eye for detail
- Willing to go over and above to ensure excellent client delivery
- Tracking and reporting on the effectiveness of strategies and campaigns. Showing KPIs and results against targets and having the ability to analyse and interpret data to provide insight and recommendations for future activity
- Ability to manage time and costs and ensure projects are delivered within budget
- Experience of using website CMS's and email communication tools (e.g. HubSpot, WordPress, Campaign Monitor, Mail Chimp, etc.).

Nice to haves

- Experience with HubSpot is desirable
- Experience of marketing automation
- Experience of Google drive and Office suite
- Experience using Google Analytics

Benefits

- 25.5 days holiday per year
- Discretionary annual bonus
- Flexible working hours and home working
- Working with a vibrant team in a modern office in the centre of Birmingham
- Regular social events
- Macbook

