



Account Director Job Description Technology & Innovation

About Us

The PHA Group is one of the fastest growing and most dynamic PR companies in the UK, proud to have achieved an array of industry awards while delivering exceptional levels of service to many high profile clients. Based on Wardour Street in Soho, we are an entrepreneurial, news driven agency and we invest heavily in the career development of our people.

The PHA Group Values

- Pride
- Credibility
- Entrepreneurial Spirit
- Collaboration
- Ambition
- Rewarding
- Fun

About the Role

We are currently looking for an *Account Director* to join our fast-paced *Technology & Innovation* team within the Enterprise division. The ideal candidate will have substantial agency experience, excellent written and verbal communication skills, good industry contacts and will have a genuine passion for the media. Entrepreneurial appetite to grow and lead is vital, as well as owning the commercial growth of new sectors and verticals for the business.

The ideal candidate will primarily have extensive experience working with B2C & B2B Tech brands and will preferably have experience in growing clients & have experienced responsibility within the commercial arm of a business. They will have a broad knowledge of B2C and B2B Tech trends and PR opportunities within these spaces.

Role Responsibilities

Team management

- Lead, motivate and grow a group of people who support your contribution to the company.
- Provide them with constant support and feedback, aiming to develop individual career plans and helping them to progress.
- Oversee delivery of work and client relations.
- Ensure standards are maintained at all times.
- Work closely with Director of PR to ensure smooth running of accounts and progress of team.
- Flag any issues immediately.

Business development

- Identify and own business development for key verticals – including (not essential or exclusive to) Fintech, MedTech, SaaS, IoT / IFTTT, Biometrics, Green/EcoTech
- Develop a strong personal pipeline for your team.

- Engender a new business ethos in the team, coaching them on how and when to spot opportunities.
- Continue to improve the collateral (creds books, case studies, testimonials) we use for new business purposes.
- Work closely with Business Development team to execute effective campaigns that bring in leads.

Structural growth

- Create a distinct team ethos and business plan for growth and development in your sector(s).
- Make recommendations for any investment required and consider internal collaborations.

Commercial growth

- Record commercial results month to month, maintain awareness of how you stand in relation to targets at all times, as well as what we need to do to maintain / improve results.
- Produce plans for continuation well in advance of contract expiry.
- Work with account teams to drive upsells and new areas of income
- Identify potential partnerships for growth – VC firms, non PR partners

Succession planning and recruitment

- Identify when and how individuals can grow within your team and provide the training and support required.
- Look for outside talent if and when required.
- Identify any performance related issues with Director of PR/HR

Representing the company internally and externally

- Assume a senior management relationship with clients, discussing issues outside of the day to day account management and looking for broader opportunities through their networks.
- Represent PHA at external awards evenings, speaking opportunities, or PHA PR initiatives. Become a thought leader in your own right.
- Find broader roles across the company where you can pass on knowledge (maybe internal training, seminars etc).
- Look for more networking opportunities at events where you can bring contacts back into PHA for new business.

About You

We look forward to hearing from people who can demonstrate energy and enthusiasm for any challenge they encounter. Keen to be involved in all manner of accounts, integrated or otherwise and develop their career in an award winning, innovative PR agency. You might also be...

- An exceptional communicator
- Highly committed
- Results driven
- Experience leading commercial development
- Super organised
- Passionate
- Creative
- On time
- A team player

What You Get

We offer a variety of performance incentives, a comprehensive training and development plan as well as a diverse benefits package to ensure that you are rewarded as highly as possible. We can provide more detail on this when we meet although, put simply, we believe in recognising, encouraging and rewarding talent.

The Team

PHA people have a real love and genuine passion for the media, are driven by results and are hugely successful. We think creatively in order to differentiate ourselves, develop new approaches and deliver an outstanding level of service to all. Our success is driven by the commitment, work ethic and exceptional communication skills of our team and if this sounds like you, we would love for you to get in touch. You can send your CV & Covering Letter to natashan@thephagroup.com.

Hours

Hours will be 8:30am to 5:30pm Monday to Thursday and 8:30am to 4pm on Friday.

The PHA Group Staff Benefits



Up to 31 Days
Leave plus Bank
Holidays



Team Treats



£500 Birthday
Bonus



10% New
Business Bonus



Mediacash



PHA Awards



Cucumber
Salon Corporate
Discount



Cupcake Award



£500 Holiday
Bonus



Summer Event



Christmas Event



PHA Pension
Scheme



Childcare
Voucher Scheme



Eye Tests



Recruitment
Incentive: Staff
Referral Fee



4pm Friday Finish



Ideas Bank



Staff Wellbeing
Initiative



Fresh Fruit
delivered to the
office



Local Businesses
Corporate
Discount