

Job Description

Date: 10/03/2021

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| Title: | Account Director |
| Department: | Client Services |
| Reporting to: | Client Director |
| Location: | Office based (currently remote) |

About MBA

McDonald Butler Associates is a strategic B2B sales and marketing agency specialising in Account-Based Marketing, Channel & Alliances, and Industry / Demand Programmes for the technology sector. We unite strategic insight and creative cut-through to drive better audience engagement, forge stronger relationships and accelerate sales. We're proud to be working with some of the world's largest and most innovative B2B companies, delivering ROI-focused campaigns.

MBA is passionate about business as a force for good. We are active supporters and advocates to [Mellon Educate](#) and [Pennies](#), donating a percentage of our profits and time each year as part of our giving back commitment.

Job Purpose

As an Account Director at MBA you will play a pivotal role in the growth, development and profitability of a number of global accounts, with emphasis on strategic relationship building, client services excellence, and the creation and direction of highly effective marketing campaigns and initiatives.

You will be a leader in the team, responsible for the performance and development of names individuals, the continued optimisation of propositions and output from your team, as well as the retention and extension of the client network and budget share within named and net new accounts.

You will be working closely with the business to ensure accurate and timely commercial management of client accounts and associated projects.

Your will be living our brand ethos 'Deliver & Delight'.

Key Accountabilities & Responsibilities

Client Retention & Growth

- Responsible for quarter account planning within selected key accounts
- Accountable for the successful management of strategic/priority projects
- Responsible for client satisfaction within owned accounts
- Responsible for internal and external issue resolution
- Responsible for identification of opportunities within owned accounts
- Accountable for proposal development, presentation, follow up and close
- Responsible for network growth within owned accounts
- Accountable for overall quality of output from the team
- Responsible for ROI reporting and QBR/review cadence

Net New Business Support

- Jointly responsible for identification of opportunities outside existing accounts
- Accountable for the qualification of owned (assigned) opportunities
- Responsible for the internal resource allocation and response management
- Responsible for organisation of proposal, presentation, follow up and close
- Responsible for networking at dedicated industry and MBA events

People & Team Management

- Responsible for coaching, training and motivation of team
- Accountable for utilisation and capacity management of team
- Accountable for on-boarding and training of new team members
- Set, support, track and measure the personal KPIs of named individuals
- Jointly manage performance and output from team and company overall

Commercial Management

- Accountable for the annual and quarterly account targets (sales and revenue)
- Accountable for account and project profitability management
- Responsible for account and project forecasting (sales and revenue)

Other

- Support CD/ES in ensuring all department KPIs are consistently met as advised by the SMT
- Responsible for carrying out any other ad-hoc duties as requested by CD/ES/SMT

Key Working Relationships & Communication

Internal

- Client Director: Ensuring close collaboration with line manager on account planning and actions
- Senior Management Team (SMT): Ensuring upwards visibility on, and input to, account status and direction
- Team/Hub Leaders: Ensuring optimal client output through collaboration with internal subject matter experts
- Internal Departments: Ensuring output is delivered to meet client expectations on time and on budget
- Client Services: Ensuring proactive and responsive management of all client communication and requests

External

- Clients: Ensuring successful relationships that drives tangible results for our clients and for MBA
- Suppliers: Ensuring the best value for money without compromising on service level and quality of output
- Partners: Ensuring the right tools, systems and partners are used to deliver the best possible results for our clients

Values

Everyone at MBA is expected to live the values in all that they do. Put simply, they are our promise to each other and form a critical element of the business' ongoing success. Our value underpin our actions and are used to measure and evaluate individual performance and behaviours.

- Honesty & Integrity
- Motivating & Empowering
- Reliable & Passionate
- Collaborative & Agile

Person Specification

Formal Education & Certification

Education and certification is of less importance to MBA, as long as you have the right knowledge, experience and personal attributes. Qualifications and certifications are considered *nice to have*, not mandatory.

Knowledge & Experience

Demonstrable experience within;

- B2B marketing
- Technology (Hardware/Software)
- Account-Based Marketing
- Integrated Campaigns
- Team Management
- Account Growth
- Problem-Solving
- Relationship-Building / Client Satisfaction
- Meeting / Workshop Facilitation
- Presentation / Proposal Development
- Communication and presentation
- Commercial Management
- Channel & Alliances – *Nice to have*
- Industry Programmes – *Nice to have*

Personal Attributes

- Professional
- Positive
- Passionate
- Credible
- Energetic
- People-Oriented
- Results-Driven

Remuneration/Benefits

- Competitive salary
- Discretionary bonus scheme
- Pension scheme
- Health scheme (optional)
- 23 days holiday per year increasing by 1 every year to a maximum of 25 days (plus bank holidays)
- Additional holidays: 1 duvet day, 1 birthday, 1 moving house, etc.

- Monthly PACE awards
- Monthly buzz club contributions
- Quarterly STAR award
- Much more...

More about MBA

www.mcdonaldbutler.com

www.retail-in-detail.uk

www.linkedin.com/company/mcdonald-butler-associates

Intragram: we.are.mba

Twitter: @McDonaldButler

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by people assigned to this role. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel. All personnel may be required to perform duties outside their normal responsibilities from time to time, as needed to meet the ongoing needs of the business.

