

CAMPAIGN DIRECTOR

Overview:

We are looking for an energetic, passionate Campaign Director to join one of our campaign teams. You will join us to lead the biggest account in the agency, one of the UK's biggest online retailers.

As Campaign Director, you will be responsible for leading your team and providing direction and senior counsel to both team and client. You will be responsible for developing and running successful creative campaigns which align to and achieve the client's strategic objectives, ensuring that work is completed to the highest possible standard.

You should be commercially-savvy, as you will be responsible for identifying opportunities for new business growth and development, including proactively looking for opportunities to grow existing accounts. You will also play a key role in the wider business and should have commercial awareness and an understanding of company business and financial objectives.

You will be an established Senior Account Director or Junior Associate Director in your current role. You should have extensive experience of working on, and a proven track record in delivering successful, major campaigns for big name brands. To succeed in this role, you should also be able to think and work across disciplines and be as comfortable in a digital environment as you are in a traditional one.

This is a hugely exciting, hands-on position, working on one of the biggest brands in the UK, with teamwork and collaboration at the heart of the role. There are tight deadlines, fast-moving projects and clients who only demand the best from us, so we're looking for someone who will thrive in this type of environment.

Core responsibilities include:

- Driving team to success across a number of fast-paced accounts within the agency
- Leading strategic and creative development of integrated PR campaigns
- Leading implementation and delivery of integrated PR campaigns

mission

- Providing clear guidance, direction and feedback to your team to ensuring they are aware of their roles and responsibilities
- Becoming a trusted point of contact for clients – establishing a relationship so that you are viewed as a source of sound strategic, creative and operational advice
- Delivering stand-out written plans, demonstrating creative storytelling, exceptional written skills and the ability to effectively position and sell an idea to clients
- Building and managing complex budgets
- Playing a broader role in company business including staff development and resourcing

Core skillset required:

- Multi-disciplinary, strategic thinker, able to manage cross-agency collaboration
- Exceptional written and presentation skills
- Exceptional communicator, confident in high-level decision making
- Have a proactive approach to identifying solutions to problems, pre-empting potential considerations
- Commercial awareness – understanding and contributing to the achievement of wider company business objectives through new business and proven experience of growing accounts
- In-depth knowledge of the media landscape and a network of strong, high-level contacts across UK media outlets
- In-depth knowledge of the cultural landscape, familiar with and constantly in touch with the latest global and UK trends
- Exceptionally well-connected across the industry

mission