

WILD ♣ CARD

Job specification and description for Account Director: Trade

Our mission is to help progressive businesses and brands communicate their purpose – their reasons to believe

We help create better connections with audiences

Our values: We are curious, we care, we consult, we are connected, we create

Competencies

• Business & financial acumen

- Finance and budgetary planning and execution
- Negotiation skills
- Market awareness within our clients' industries
- Strategic business management
- P & L responsibility
- Change management & business development
- New business & networking skills
- Delivering 'customer delight' ~ within budget
- Always working to our values
- Innovates with new ideas/creativity
- Results orientation
- Campaign led storytelling approach to client work
- Decision making/ judgement
- Influencing skills
- Knowledge sharing
- Planning skills
- Presentation skills
- Team building
- Resource management
- Delegation

Personal skills

- Confident, highly motivated, ambitious, flexible, conscientious, articulate
- Strategic and lateral thinker
- Effective communicator
- Responsible for personal development
- Diplomatic, helpful, clear thinking, effective delegator
- An ambassador for Wild Card, embracing our vision, mission and values

Qualifications and experience

- Previous Public Relations or similar industry experience (5 – 6 years)
- Strong experience in the trade media landscape, particularly in foodservice, retail and grocery
- Digital campaign experience in a Public Relations environment
- In-depth knowledge of clients' business and wider industry and marketplace

Accountabilities

Reporting to: Associate Director/Director/Managing Director

Agency Business

- Support the development of the company business plan and delivery of company goals

- Successful management of the client portfolio annual revenue as directed in your financial targets
- Participation on Senior Management Team and delivery of specific company management functions
- Understand and meet guidelines on best business practices including team financial and resource management, daily timesheets, accurate billing and timely expense reports
- Keep Divisional Directors informed of what is transpiring with their business on a frequent basis, and ask for assistance when needed
- Make presentations to groups of all sizes – both client and agency, small and large, informal and formal
- Participate in professional development opportunities for personal continued growth
- Understanding of the company business plan and how to achieve company goals
- Understanding of personal revenue, profit and cost targets
- Generation of new business opportunities through well-maintained relationships
- Plan, organize and write new business proposals that meet the prospects' briefs and secure new clients for Wild Card
- Participation on Senior Management Team and delivery of company responsibility

Client Service

- Manage client satisfaction; hold regular meetings and/or maintain regular phone or written contact to keep key clients apprised of work progress, address issues that appear and solicit feedback from clients, and assess PR results against client expectations
- Planning and delivery of 'customer delight' and KPIs within budget
- Drive strategic PR planning process, ensure that plans integrate with overall marketing activity within the client organisation, and proactively adapt plan to reflect change to business and market
- Have active understanding and awareness of issues, marketing objectives, technology and products, in order to provide strategic planning and counsel to the client and media
- A multi-channel thinker
- Responsibility for the agreed client programme and meeting KPIs, focus on adding value through setting of clear targets
- Development of creative and strategic paths for campaigns, preparation of proposals for approval by Divisional Director
- Quality control

Media Relations

- Maintain relationships with senior editorial and digital influencers, providing strategic analysis and information relevant to their audiences. Provide broader context of client's business and long-term positioning, and place in the market place
- Understand the foodservice, retail & grocery trade media landscape and the coverage opportunities that are available, ideally holding relationships with journalists
- Proactively craft and place stories, shape broad industry themes and story lines, and negotiate client inclusion of coverage
- Draft compelling and newsworthy content, from features to news releases to thought leadership pieces that showcase our clients and meet editorial guidelines
- Solicit feedback from editorial and digital influencers regarding their perception of your client/s, competition and industry position as appropriate

Digital Skills

- Develop integrated digital strategies

- Be abreast of potential for digital application across the campaign, monitor competitor activity and advise client accordingly
- Keep on top of digital trends to inform new business and campaign planning

People Management

- Coach, mentor and motivate individuals with the goal of retention
- Line management of specific individuals, taking responsibility for welfare and development