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Nice Group (SW) Ltd

Job Title: Account Director (AD)

Role Description

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Nice Group (SW) Ltd has made every effort to ensure that this role description does not have the effect of discriminating, directly or indirectly against employees, on grounds of race, age, nationality, ethnic (or national) origin, gender, sexual orientation, marital status, parental status, religious belief or disability.

Nice Group (SW) Ltd SW Ltd. also known as the 'Company' is the umbrella company to the following trading companies:

- Webselect Ltd
- WeHeartDigital Ltd
- Bright Spark Ltd
- Scott Lloyd Ltd (trading as Pam Lloyd PR / PLPR)

This role description applies to the role within **Scott Lloyd Ltd. (trading as PLPR)** but you may be asked to work across other companies in the group.

INTRODUCTION

A specialist Food and Drink Marketing Agency, based in Bristol, PLPR has been delivering tasty results for clients for over 20 years.

Rooted in PR working across both trade and consumer titles, our service offering has developed to include content creation, influencer marketing, event management, brand partnerships and digital marketing.

Scott Lloyd Ltd (trading as PLPR) is part of Nice Group, a B Corp of marketing agencies, based in the south west, with international reach. This role sits within PLPR, is responsible for a small team of Account Execs and Account Managers, and reports into PLPR's Managing Director.

OVERVIEW OF THE ROLE

As an Account Director at PLPR, you will play a pivotal role in managing and developing client relationships, overseeing the creation and execution of strategic communication plans, and leading a team of PR professionals. You will be responsible for ensuring the delivery of exceptional PR and marketing services that meet and exceed client expectations while driving business growth for the agency. Your expertise in marketing and communications, client management, and strategic thinking will be critical to your success in this role.

KEY RESPONSIBILITIES

CLIENT MANAGEMENT

- Serve as the primary point of contact for key clients, ensuring strong, trusted relationships.
- Understand clients' business goals, industry landscape, and target audience to provide strategic PR and marketing guidance.
- Oversee the development and execution of comprehensive PR and marketing strategies that align with client objectives.
- Oversee reporting to clients to ensure information is accurate, delivered on time and offers actionable insights for future work.
- Manage client expectations, deliverables, and timelines, ensuring all projects are completed on time and within agreed budgets.
- Conduct regular meetings with clients to review progress, present reports, and discuss future initiatives.
- Look out for new and existing client opportunities and develop an in-depth knowledge of and relationships with key media.

STRATEGIC PLANNING AND EXECUTION

- Develop and implement PR and marketing strategies that enhance clients' brand reputation and achieve business goals.
- Oversee preparation and costing of proposals and campaign planning. Ensure team brainstorming sessions are run effectively and contribute expertise and experience to the development of new campaigns.
- Lead the design and production of campaign content including print, recipes, web updates, social media, press materials, events and photography, holding responsibility for the standard of quality produced by the agency.
- Oversee media outreach efforts and the reactive press office, including managing relationships with key journalists, editors and influencers, to ensure efficient and effective delivery of media coverage.
- Oversee social content and planning for individual client brands.
- Monitor industry trends, competitors' activities, and social and media coverage to inform PR and marketing strategies and client recommendations.
- Be informed about current and future developments in areas relevant to PLPR and its clients' businesses, for example: PR, marketing, food, drink, hospitality, farming, retail and independent business.
- Ensure all PR and marketing activities are measurable, providing clients with clear ROI and actionable insights.

TEAM LEADERSHIP

- Lead, mentor, and develop a team of PR and marketing professionals, fostering a collaborative and high-performance work environment.
- Manage time allocation on all client accounts, maintaining efficiency and identifying capacity to take on new opportunities.
- Delegate tasks effectively, ensuring team members have clear goals, responsibilities, and the resources needed to succeed.
- Provide ongoing feedback through regular 1-2-1s, conduct bi-annual performance reviews, and identify opportunities for professional development within the team.
- Work with the Managing Director to monitor business performance and plan for the future of PLPR.
- Foster a culture of creativity, innovation, and excellence in all aspects of PR and marketing work, ensuring the agency is up to date with new platforms and practice.
- Ensure a safe and healthy working environment.

BUSINESS DEVELOPMENT

- Identify and pursue new business opportunities, contributing to the agency's growth.
- Lead pitch presentations and proposals for prospective clients, showcasing the agency's capabilities and strategic thinking.
- Oversee the creation of new business budgets.
- Cultivate relationships with industry stakeholders, potential clients, and partners to expand the agency's network.
- Collaborate with senior leadership on business planning, including setting revenue targets and identifying growth opportunities.
- Promote and represent the agency on a national, regional and local level.

FINANCIAL MANAGEMENT

- Manage client budgets, ensuring projects are delivered within financial parameters.
- Monitor and report on the financial performance of accounts, including forecasting.
- Maintain client budget reports for accurate invoicing.
- Negotiate contracts and fees with clients, ensuring the agency's services are appropriately valued.

CRISIS MANAGEMENT

- Provide strategic consultancy during crisis situations, helping clients manage their individual situations and protect their reputation.
- Develop crisis communication plans and lead their implementation when necessary.

SKILLS AND EXPERIENCE

As an Account Director you will be:

- Confident in making decisions and trusting your instincts.
- Keen to lead and mentor a team of marketing professionals, using strong leadership skills and experience of previous team management.
- Willing to take charge of client accounts, confident to lead client meetings and keen to visit client businesses – PLPR has clients in Scotland, Norfolk, Kent and the EU.
- Experience in devising campaign strategies and overseeing implementation.
- Eager to get involved in new business initiatives to grow the agency's client portfolio.
- Available to work in our Bristol office at least 4 days a week, with the opportunity to work flexibly and remotely as required.

The successful candidate will have:

- A Level 7 qualification or equivalent in Public Relations, Communications, Journalism, Marketing, or a related field.
- Minimum of 5 years of experience in public relations, with a focus on account management and client relations, and ideally 2 years of experience working in a similar role in a previous agency.
- Proven track record of successfully managing high-profile accounts and delivering measurable results.
- Ability to work with confidential information sensibly and with sensitivity.
- A proven history of successful campaign delivery, client account management, budgeting and invoicing.
- Excellent written and verbal communication skills, with the ability to craft compelling narratives.
- Confident decision-making and a keen eye for detail.
- In-depth knowledge of media relations, digital PR, social media and influencers, and industry best practices.
- Strong analytical skills, with the ability to interpret data and provide actionable insights.
- Ability to work in a fast-paced environment, manage multiple projects simultaneously, and meet deadlines.
- A sound grasp of core Microsoft software.
- Willingness to get involved from strategic direction to implementation of campaign tasks. Experience in crisis communications is highly desirable. Additionally, ideally candidates will also have:
 - A keen interest in food and drink
 - A proven history of working on food and drink accounts or on FMCG brands and/or consumer lifestyle projects.
 - A love and knowledge of food media.
 - An interest in social media, following and engaging with food writers, chefs, restaurateurs, retailers, suppliers, producers and influencers.

WHAT WE OFFER

- A key role leading a team of talented professionals dedicated to providing the best service in and around the wonderful world of food and drink.
- Full-time position with occasional work required outside of standard hours to complete specific tasks, i.e. attending a press trip.
- Office-based role in Bristol with frequent occasions for travel as required by client needs. Flexible working arrangements available on request.
- Competitive salary, c. £42k, dependent on experience.
- Pension.
- A day off for your birthday in addition to your annual leave allowance.
- Performance-based bonuses, at the Managing Director's discretion.

HOW TO APPLY

If you're interested in applying for this role, please submit your CV and cover letter, along with a portfolio of any relevant work to PLPR's Managing Director Jenny Bishop, via email jenny@pamlloyd.com, with the subject line "PLPR Account Director Application - [Your Name]"

FLEXIBILITY

As a small business, PLPR needs every member of staff to be flexible and prepared to carry out additional tasks and change their working hours when this is occasionally necessary. Our main place of work is the office but working flexibly is supported. We check with each other before planning to work from home to ensure the office is always covered.

GOOD, BETTER, BEST PRACTICE

GOOD: Means making the following happen.

Good means doing the job. Fulfilling all the tasks expected, based on the job specification, to a high standard. Being a cooperative and helpful team member. Looking after the work environment.

To show an interest in the work produced at PLPR by being aware of what is happening outside the business that is relevant to us and our clients.

Good means understanding we are in the communications business. Use phone, email, social, direct marketing and face-to-face communication to get the result of the business and its clients' needs.

BETTER: Doing the job as specified under Good, and:

Showing initiative and adding value, for example, taking on additional responsibility such as making sure PLPR systems to deliver client campaigns are effective and efficient. Improving PLPR systems to increase our efficiency and profitability. Identifying new ways to secure revenue from existing clients. Contributing to new business development.

BEST: As Good and Better, and:

Seeking out responsibility. Taking greater responsibility for client management in all facets of campaign delivery – proposal development, budgeting, planning, implementation, monitoring delivery, client relationships, visiting clients near and far in support of senior management.

To understand and implement the mindset of ownership 'the buck stops with me'. I am responsible for completing the job even when this means I may have to do additional work and/or change my personal plans.

To contribute to the growth of the business by researching, contacting and securing new business with the support of the team.

Making a personal investment in your own professional development. Identifying areas where you need to develop and, with the help of the Directors, working out ways to address this through changes in your behaviour and in training, either through work or outside it.



As a B Corporation, Nice Group (SW) Ltd. is dedicated to the triple bottom line of people, purpose, profit.

Committed to customer excellence, we aim to exceed expectations by placing our clients at the forefront of everything we do, ensuring their satisfaction and success.

We embrace sustainability as a fundamental principle, integrating environmental conscious practices into our operations. We are dedicated to minimising our environmental impact.

We stand firm in our commitment to honesty. We believe in creating a level playing field for all stakeholders, ensuring transparent and equitable processes and upholding ethical standards in all our interactions.

We expect all members of our team to:

- Always strive to deliver - flexible, agile and responsive.
- Build great relationships based on trust.
- Challenge themselves and each other.
- Respect each other.
- Safeguard our customers' reputation.

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