

Account Director (based in Detroit)

Develop strategic relationships and opportunities with senior Ford and GTB (partner agency) clients. Proactively seek the development of Ford Global and Ford North America accounts in the US by identifying new opportunities. Understand the client's needs and Burrows technology offering to create innovative solutions. Support Ford Global and GTB Detroit teams in Global business as usual projects acting as point person on the ground and out of UK hours

Role Responsibilities

Role Purpose

- Identify new business opportunities within Ford Global and Ford North America and feed these through UK team
- Seek to deliver exceptional service, work and overall satisfaction; overseeing client's day-to-day activities and then increasingly streamlining and normalizing new projects to BAU (where possible/appropriate)
- Support with delivery/growth of other accounts as identified by the Group Account Director (GAD) and act as out of UK hours Client Services contact for US clients
- Work with the GAD and support:
 - Identifying and successfully implementing new ways of working (e.g. process, practice, culture) required to support successful transition of client project delivery to normalisation/business as usual projects
 - Promoting and pursuing scalable, positive change within our business
 - Identifying and driving the need for innovation; helping to identify the tools, technology and solutions that move our business forward
- Ensure collaboration is nurtured and a joined-up approach applied across our business' disciplines to deliver commercially viable, integrated solutions which best meet client needs
- Revise and review agency processes to ensure that where appropriate, efficiencies in cost and time are identified and activated to maximise profitability

Client

- Deliver a proactive/progressive approach to our day-to-day business
- Continually look for ways/means of exceeding client expectation through exceptional client service
- Develop a clear understanding of our tools and services and how these are communicated to our clients/partners
- Deliver expertise for our clients, always thinking for them, not (just) doing for them
- Provide clear documentation, reporting and actions from all client touchpoints in a consistent format
- Ensure a collaborative working relationship is applied across client workstreams and internal departments, consistently delivering a single-minded approach
- Seek to build relationships with key stakeholders, partners, agencies and suppliers to help develop and maintain our position as subject matter experts
- Instigate or participate in effective kick off meetings at the start of projects and wrap up meetings (post project) to ensure we can continuously learn and develop

Commercial

- Provide the information required to, and where appropriate support the development of, client business plans and scopes of work
- Work with the Group Account Director to develop/manage annual revenue plans for assigned clients
- Work with clients to protect revenue and proactively recognise and develop incremental revenue opportunities
- Escalate any revenue risks to the GAD as soon as they are identified
- Proactively drive the need for appropriate, profitable innovation, automation and/or development for clients and their workstreams
- Seek ways and means of improving and enhancing our current offering, leading initiatives that deliver incremental revenue
- Promote a mindset of continuous improvement, always looking to drive the business forward and instigate change that delivers efficiencies for our business and our clients

Internal

- Communicate and collaborate effectively with all departments
- Support the Group Account Director in identifying and proactively contributing content to support our ongoing marketing activity through our website and social channels
- Seek ways and means to improve our level of accuracy in order to strengthen our client position

People

- Provide support to the team in their running of day-to-day projects, acting as point of escalation both internally and externally
- Attend regular team meetings and/or 1:1s to discuss key projects or issues affecting the team, giving clear feedback and guidance and providing an open forum for discussion of any problems or concerns
- Engage in the b.you programme, and complete each stage of the process effectively and on time
- Ensure admin is completed on time: timesheets, OT tool, holiday bookings etc.
- Provide frequent feedback to your reporting manager on the overall team performance
- Take a key role in the hiring processes and new team member training/onboarding if necessary
- Embrace the vision and values of the company
- Collaborate and communicate clearly with other internal teams and departments

All Staff Responsibilities

- Carry out any reasonable duties as identified by your Line Manager or Team Leader
- Positively represent Burrows to our customers and suppliers
- Ensure compliance with all contractual employment obligations
- Ensure compliance with our ISO standards
- Fully participate in the company's performance management and development programmes
- Maximise own ability to produce quality work, on time, and to brief, utilising best skills and available technology
- Work in accordance with the company's Human Resources policies and procedures
- Ensure compliance with health and safety requirements

Your Qualities as a Candidate

You will be a client focused, motivated individual with a strong ability to manage multiple projects and tasks autonomously.

You have strong attention to detail and a proactive approach to work. You're able to prioritise your workload and work within a team environment.

Essential Skills and Experience

Personal Attributes

- Dynamic, creative and motivated with a flexible attitude towards work
- Strategic thinker
- Confident and persuasive manner
- Team player who works well with other operational departments
- Excellent organisational and time management skills
- Process driven with a keen eye for detail
- Client focused, good at building a rapport with senior stakeholders
- Able to provide constructive feedback
- Able to adapt to changing deadlines and briefs
- Ability to predict and solve issues to client's satisfaction
- Good understanding of when to escalate issues to management
- Able to work within multiple teams in different contexts
- Confident presenter to clients and colleagues alike
- Able to work independently, being proactive and decisive

Experience & Knowledge

- Experience of managing projects across digital and printed media
- Previous work in an agency or client marketing department
- Experience of managing budgets and reporting on their status
- Proven administration and organisational skills
- Experience of working with creative briefs and liaising with creative teams
- Can provide documentation to agreed project scope and deliverables
- Excellent financial acumen in owning budgets and forecasting revenue

Qualifications

- Degree qualified (ideally in a marketing or business studies discipline)
- PC literate, including MS Office and Outlook
- Able to work overtime as and when required
- Able to travel to local clients as required, plus regular UK trips

Advantageous Non-essential Experience

- Experience of working remotely across a global team
- Experience of working with an automotive client
- Experience of working with a global client base
- Any general technical understanding gained from previous projects across digital or CGI