
Client Services Director

Oversee all aspects of the Agency's largest client, Ford, on a global scale across the various disciplines of print, digital and retail. Lead and develop the Ford Client Services team to deliver exceptional service, work and overall satisfaction. Retain and increase revenue by driving the Business and Agency forward.

Role Responsibilities

Delivery

- Deliver work of the highest standard consistently in line with our client requirements
- Seek ways and means to improve our level of accuracy in order to strengthen our client reputation
- Continually look for ways and means to improve, streamline and deliver efficiencies across our workstreams
- Lead the drive to deliver added value
- Communicate and collaborate effectively with all departments
- Instigate effective kick-off meetings at the start of projects and wrap-up meetings post projects to ensure we can learn and develop
- Develop a means to accurately evaluate our work against the client and Agency objectives
- Participate in weekly 'At Risk' meetings, bringing key risks that the Business can influence on a weekly basis

Client

- Sole accountability for the delivery of the bi-annual Ford written evaluation. Completion of a written document, presentation and show-reel of our work to be delivered covering achievements that fall within the scope of work against key criteria
- Responsible for the delivery of metrics across the business which directly relate to an annual performance incentive
- Be the point of contact at a senior level for all Ford clients. Ensure visibility for clients in providing support and a point of escalation
- Foster collaborative partnerships at a senior level with Group Agencies
- Proactively ensure there continues to be a successful working relationship with the Ford Product Managers, Business IT and Key NSCs
- Constantly look for ways to monitor, report and increase client satisfaction
- Develop means of evaluating and judging our work delivering ROI for our clients
- Ensure we are promoting and showcasing our capabilities/work across client accounts
- Standardise our external client reporting and communications

Commercial

- Prepare, develop and own the Ford annual scope of work documents across the various workstreams, Print, Digital, Retail. Ensuring contract areas support the resource requirements of the Business
- Work with the Account Directors across Ford Global, FCSD-E, FoB, Ford Credit and Direct to develop annual revenue plans
- Work with internal departments to calendarise spend and resource requirements across each month
- Escalate any revenue risks to the Head of Client Services and manage client and internal forecasts accordingly
- Work with internal teams to protect revenue and develop incremental revenue opportunities

Strategic

- Work with the Agency's Strategist to provide strategic thinking and direction for client and Agency – demonstrating the ability to see the big picture and translate this into actionable delivery with measurable value for all
- Take an active role in the innovation plans for the Agency based on a solid understanding of our clients' business
- Ensure all our client work is strategically relevant to their business and executionally world class
- Seek opportunities within client accounts to deliver efficiencies, changes in process, products/tools that will yield greater client satisfaction
- Consolidate and package our tools to deliver client success
- Innovate, to, in the short term retain current business and longer term develop new workstreams that drive us forward as an Agency
- Develop sound proposals for our clients that build on our vision of bringing products to life
- Build the team's capabilities in the delivery of industry knowledge. Develop a greater awareness of the environment in which we are operating
- Develop and deliver proposals that create incremental revenue
- Provide content to support our ongoing marketing activity through our website and social channels
- Actively seek co-marketing opportunities to raise awareness of our work/collaborations

People

- Responsible for the entire Ford Client Services team in their day-to-day delivery of our client's business
- Provide support to the team running day-to-day projects and act as a point of escalation both internally and externally
- Run regular team meetings to discuss key projects, issues affecting the team, giving clear feedback and guidance, and providing an open forum for discussion of any problems or concerns
- Provide frequent feedback to your reporting manager on the overall team performance
- Engage your people in the career development and performance management programme, and complete each stage of the process effectively and on time
- Hold regular 1:1s to engage with your people
- Take a key role in the hiring processes and new team member training/onboarding
- Collaborate and communicate clearly with other internal teams and departments
- Ensure team admin is completed on time: timesheets, OT tool, holiday bookings etc.
- Actively monitor absence through company processes, seeking guidance from HR where necessary
- Communicate the vision and values of the company, embedding them into the department
- As a manager, lead, guide and mentor your people in line with the department goals and their personal career development
- Reward people for their achievements, using the reward and recognition schemes, including providing accurate information for pay review and bonus
- Identify performance issues and work with HR in line with the company performance processes
- Display the behaviours expected within the Management Charter, demonstrating a professional approach
- Ensure the department is a highly productive and fun environment

Your Qualities as a Candidate

Essential skills and experience

- You have **had an instrumental role in growing an agency in a Senior Client Services or Business Development role** (maybe you joined when it was a start-up and you grew it to 50 people) - you need to have this start-up experience/mentality
- You have **experience of growing client accounts** - you've helped to win several new client pitches, and then grown these accounts to the point where they're bringing substantial more revenue each year
- You approach business development through building relationships - you aren't a hard-core sales person
- You are **entrepreneurial, driven by business performance and motivated by growth** - you love looking for and pursuing new business opportunities

Personal Attributes

- At least 10 years' experience working in Client Services with at least 5 of these in a Senior role with team responsibility
- Strong, proven background in managing a large team
- An agency professional
- Approach business development through building relationships
- Ability to interact at a senior level with corporate clients
- Able to work overtime as and when required
- Able to travel to clients as and when required (Valid UK Driving Licence)

Experience & Knowledge

- Background in Automotive
- Multi-discipline experience across Print, Digital, immersive communication
- Experience of growing client accounts