

IRBY · RUBINSTEIN

Job Description

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Role title Account Director

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- Summary*
- Senior management of client relations, ownership of projects and campaigns, and delivery of high quality work to deadline.
 - Strong relationships with press and industry contacts and generation of smart campaign and story ideas that deliver meaningful editorial results.
 - A senior role within the company and an ambassador for IR.
 - IR prides itself on high motivation, high quality work and entrepreneurial spirit. Challenge, question and think outside the box!

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Roles & responsibilities

This is a central and senior role within IR. As well as supporting the Founder & MD, an Account Director takes an active role in the overarching management of clients, their respective strategies, new business as well as pastoral care of the wider team. Your roles and responsibilities include:

Client Relations & Strategies

- Senior point of contact for clients, managing and preempting their needs and expectations.
- Clear communication with clients, building rapport and credibility based on trust and expert senior counsel.
- Creation and implementation of client strategies (PR roadmaps, feature strategies and proposals).
- Creative thinking for clients - ideas, campaigns, collaborations, retailer/commercial opportunities within and outside of their industry - that considers not just generation of press coverage but the potential for impactful and meaningful growth for their business.

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- Direct client campaigns alongside your team (press and social media campaigns, special events, collaborations etc.) from idea inception and planning to execution within the specified budget and to deadline.
- Attend and lead client meetings. Oversee pre-meeting prep and ensure key actions are being worked on and deadlines met, following client meetings.
- Monitor client activity, looking ahead and ensuring activity is on track and actions are shared amongst the team.
- Write clear, concise and impactful press releases.

Press Relations

- Build on and nurture relationships with key press and industry contacts to deliver strong media coverage that answers to client business objectives.
- Ideate and deliver impactful features - both standalone and multi-brand - for your clients.
- Maintain active involvement in and relationship with the interiors / fashion / travel / art / design / architecture communities.
- Keep abreast of media developments and news, in a changing media landscape.

New Business

- Assist with and participate in relevant new business proposals.
- Take an active interest in new business development and live conversations.

Team & IR Growth

- Be an ambassador for IR.
- Manage and motivate the Account Executive and Account Managers to ensure day-to-day operations run smoothly and PR results are delivered, while supporting them in their development and fostering an atmosphere of creativity.
- Keep the Senior Team informed of the team's progress, inspiring confidence and trust.
- Manage up, ensuring that the Senior Team is supporting you where needed.
- Monitor and report to Senior Team members on relevant activity within IR's industry.

Admin

- Ensure that your team is delivering coverage to clients in a timely and professional manner.
- Manage and check relevant clients' monthly / campaign reports.

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