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Job Title: **Account Director**  
Reporting to: Client Services Lead  
Team: Client Services Team

## EMOTIVE

emotive is a London- and Boston-based, award-winning healthcare communications agency, founded over 15 years ago with a simple vision of changing lives by helping those who are unwell to get new and amazing treatments that can make them better. We recognise that only true engagement can facilitate change, and we use our combination of scientific, creative and technical expertise to stimulate optimal participation by all those in the care pathway.

We are part of Synaptiq Health, a collection of individual, best-in-class agencies and consultancies with offices throughout Europe and the US who provide life science clients with integrated or stand-alone support services across the three key components critical to product success; **INSIGHT**, **ENGAGEMENT** and **ACCESS**.

We are rooted in our core values of **IMAGINATION**, **COLLABORATION**, **EMPOWERMENT**, **INTEGRITY** and **AGILITY**, and seek to hire extraordinary talent in those who not only hold these same values but have a passion to succeed, deliver and grow.

## PURPOSE

Take responsibility for securing, retaining and growing business with an agreed set of clients to achieve sales targets set out by the joint heads of the client services team. Oversee and manage the planning and delivery of account activities and programmes that meet client objectives, to the client's satisfaction, ensuring quality deliverables on time and within budget. Ensure that all account work is completed in accordance with processes, policies and practices. Take an active role in new business development, contributing to and sometimes leading pitches and winning new work. Lead and manage a team of client services personnel to deliver portfolio of programmes for clients.

## KEY RESPONSIBILITIES

- Take responsibility for the growth of a portfolio of global customer accounts, taking ownership of the emotive relationship with a client company (ies). Maintain high visibility within customer organisation, developing strong relationships with key client contacts and senior level client stakeholders and obtain regular feedback.
- Provide senior counsel and leadership to clients, cultivating strong, long-term relationships with key decision-makers and assisting them to achieve their goals through the proposal and development of high quality communications solutions. Maintain in-depth knowledge of customer organisations and high visibility within them, generating quality contact with senior-level client stakeholders both within client teams, franchises, procurement teams and communications leads / heads . Raise the profile of emotive within target client companies.
- Take overall responsibility for all account deliverables and outputs and ensure the appropriate resource is secured and deployed as needed.
- Maintain general knowledge of all emotive services and capabilities for appropriate cross-sell opportunities.
- Oversee contact with clients including email communication, attendance at teleconferences, face to face meetings and via telephone contact. Manage client handling skills of junior team members.
- Take responsibility for financial performance of allocated accounts, including meeting revenue and profitability targets. Proactively initiate actions to maximise growth and profitability of accounts. Provide sign off for identified budgets.
- Execute comprehensive account development plans for each target client company / account. Ensure appropriate strategy / solution is proposed to best address customer objectives. Monitor actions and results against plans. Report to CS team leads on revenues and profitability.
- Take an active role in new business development, helping to secure and respond to RFPs, contributing and sometimes leading pitches and winning new work. Present internally and externally.
- Direct staff in accordance with organisation's policies and applicable regulations. Responsibilities include planning departmental resource planning, assigning, and directing work; taking line management responsibility for team members; appraising performance and guiding professional development; rewarding and disciplining employees;

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addressing employee relations issues and resolving problems. Approve actions on human resources matters. Engender team spirit.

- Maintain thorough knowledge and understanding of pharmaceutical market issues, client and competitor company / product positioning, and overall strategic objectives of clients. Continually assess and maintain an understanding of the competitive landscape (activities, positioning and pricing) and keep abreast of potential opportunities and trends.
- Be aware of your budgeted hours on each project you are involved in and to keep track of your burn rate on each budget. Flag where you are running out of hours and are likely to exceed budgeted hours. Record your hours accurately and on time using the timesheet system.
- Ensure you understand and adhere to the agency's values.
- Perform other duties as assigned.

## REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Good knowledge of all aspects of pharmaceutical marketing including key tactical services including but not limited to medical communications, live event logistics and creative, production and digital services.
- Leadership skills and the ability to influence others with perseverance as well as the talent for leveraging the capabilities of peers, business partners and associates.
- Demonstrated ability to line manage junior team members, with experience of giving annual appraisals, writing objectives and measuring performance.
- Demonstrated ability to work in a fast-paced environment. Ability to maintain demanding timelines. Adaptability and flexibility to changing priorities and ability to work simultaneously on multiple priorities.
- Ability to establish and maintain effective working relationships with co-workers, managers and clients
- Exceptional attention to detail.
- Flexible personality and a quick learner who operates with a sense of urgency.
- Excellent communication and interpersonal skills including excellent customer service skills.
- Excellent presenter with experience of proposal writing, pitching and giving new business presentations.
- Strong finance skills.
- Good problem solving skill.
- Strong analytical skills and ability to translate insights and data analysis to executable programs with defined goals.
- Strong organisational, planning, project management and logistics skills.
- Sound judgement and decision making skills with ability to distinguish when further supervision is needed.
- Demonstrated ability to deliver results to the appropriate quality and timeline metrics.
- Strong software and computer skills, including MS Office applications.

## CRITICAL RELATIONSHIPS

The AD will hold critical relationships with all members of the Client Services Team as well as with individual developers, writers, creatives, QA and others working on specific accounts and projects.

The AD will also have critical relationships with senior clients and suppliers.

## MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's Degree in medicine, pharmacy, life sciences, marketing or other relevant area.
- Several years experience in a healthcare agency environment or similar and in a similar role.

## PHYSICAL REQUIREMENTS

- Extensive use of keyboard requiring repetitive motion of fingers.
- Face-to-face communication requiring accurate perception of speech.
- Regular sitting for extended periods of time.
- May require travel.