



## **ROLE: ACCOUNT DIRECTOR**

### **WE DON'T DO WALLPAPER**

True was founded in 2012 to be a different type of B2B agency. To break free from the world of short-term 'performance' marketing that swamps the industry with no lasting business effects. We believe that unignorable creativity is the most powerful way to drive commercial results for our clients. Creativity that is built on powerful human truths that generate fame, attention, and build brand memorability for our clients.

Our approach is working. We were proud to have been named Global B2B Creative Agency of the Year by the Association of National Advertisers last year, as well as being the only B2B agency to be recognised with an IPA Effectiveness Accreditation for 2021 – 2023. This has led to some great new account wins including KPMG, Auto Trader, Kaspersky, Logitech and Volvo.

### **WE'RE NOTHING WITHOUT YOU**

We're now investing to accelerate our growth and are seeking a smart, talented individual who is as passionate as us about changing B2B marketing, creating award-winning communications, and helping us to generate brand and business momentum for ourselves and our clients.

As a B2B agency who believes in the power of brand building and long term effectiveness, we seek an Account Director who is passionate about making a difference for our clients.

You will be the owner and key contact of your clients and will use your experience to deliver campaigns and activities that deliver against our client's goals and our portfolio of award-winning work.

You have first-class client relationship skills and get under the skin of their business needs. With your experience you ensure the client focusses on the right things and has time to do the job properly; that they don't get any surprises (other than the good kind). Internally you work with the team of AMs to make sure we deliver the highest standard of creativity and alignment with our media team.

In short, your aim will be to earn the respect of your colleagues, partners and clients by being a great leader who is hard-working, intelligent and knowledgeable.

## **WHAT YOU'LL LOVE DOING:**

- Pushing creativity and innovation to produce brilliant campaigns that deliver great results
- Creating integrated communications across touchpoints and funnel stages
- Taking ownership of your accounts and ensuring the quality and creative integrity and effectiveness is maintained
- Working in a team with great people who are passionate about the advertising industry

## **WHAT'S EXPECTED:**

The role will suit an experienced Account Director looking for a new and exciting challenge. A background in brand building and integrated campaigns is highly beneficial; experience in B2B is a nice add on but not mandatory. You should enjoy working in a high paced and entrepreneurial environment with lots of freedom to put your own stamp on things.

Being able to demonstrate your understanding of customer journeys and how to bring an idea to life across multiple touchpoints will be extremely valuable. It goes without saying that you're a team player, inclusive and collaborative and have exceptional communication skills, as well as being an absolute stickler for detail.

You will play a key role in the implementation of integrated B2B campaigns covering brand strategy, brand development, advertising, digital, video, social and content marketing... although it doesn't stop there. The idea is king, where it is brought to life can be anything from an experiential event to a social post that goes viral.

Most importantly, you will inspire our clients and command the confidence of senior management by:

- Gaining an understanding of the client's business including business strategy, executional requirements, marketing plans, competition and key financial data.
- Acting as a trusted partner in the management of the client's business, ensuring client expectations are met through listening closely and challenging where needed.
- Constantly building knowledge of the market and client's business in order to challenge the norm with reasoned arguments and thinking.
- Attending client meetings, taking client briefs and making recommendations as required.
- Maximising opportunities for True, paying particular attention to your accounts and new business.
- Managing and inspiring your immediate team and the agency as a whole.

## **WHAT WE CAN OFFER YOU:**

Great range of employee benefits including:

- 25 days annual leave
- Monthly creative allowance
- Investment in personal learning and development
- Subsidised gym membership
- A mattress ... speak to us to find out more!

If this sounds like it's up your street, send your CV to [jobs@trueagency.com](mailto:jobs@trueagency.com)

## **ABOUT TRUE**

True is a multi-award-winning B2B creative and media agency with the central philosophy: 'Make it memorable'. We believe that unignorable creativity is the most powerful way to drive business growth. And having next-generation data and media capabilities under one roof gives us the unique ability to see campaigns through from planning to delivery and optimisation; more efficiently and more effectively.

True's clients span industries, including Big Four professional services firm KPMG; automotive giant Auto Trader; fintech company Worldline; business services company Yell; Kaspersky in cybersecurity and consumer electronics company, Logitech.

Based in Soho, True is the London office of BBN International – ranked Number 1 International Marcomms Agency 2020 in the [B2B Marketing Agencies Benchmarking Report](#).

[www.trueagency.com](http://www.trueagency.com)