



Account Director

JOB DESCRIPTION

Location: Flexible/London

Hours: Full time

Overview

We exist to help give faith-based organisations a voice and influence through all forms of media. In national media, the church and Christian organisations are often presented in a narrow and negative way and we want to help reframe that narrative and share positive, inspiring stories of impact from faith-based organisations - be it businesses, charities or churches. From tackling issues such as climate change and supporting children in poverty, to raising awareness of the issues of mental health and persecuted Christians around the world, we believe these stories from organisations that want to change the world are worth being told - and we're here to help them do exactly that.

Over the past few years we have experienced significant growth as an agency from working with global NGOs to ambitious start-ups nationally and internationally. Now more than ever, faith-based organisations are wanting to tell their story and engage with a wider and younger audience.

This role has an occupational requirement for the post-holder to be a Christian.

Job Purpose

Reporting into the Associate Director, this senior Communications role will manage their own portfolio of clients and lead Account Managers and Account Executives in all aspects of successful account management. Working with a high level of professionalism and independence and bringing creativity and innovation, they will blend operational excellence with strategic insight for all their clients.

Key Responsibilities

- **Oversee and direct a portfolio of client accounts:**
 - Oversee the whole client and communications activity lifecycle including onboarding, briefing, proposal development, implementation, delivery and analysis.
 - Build and develop trusted relationships with clients, adding strategic insights and modelling Jersey Road values.
 - Bring strategic and innovative thinking and ideas drawn from extensive experience and knowledge of current PR and communications trends.
- **Direct the work of Account Managers and Account Executives:**
 - Day-to-day delegation to and supervision of more junior team members providing clarity around their roles and responsibilities on different accounts and giving feedback for development.
 - Provide final approval on all written content, ensuring a standard of excellence. Mentor and develop team members towards reaching their potential, modelling Jersey Road values.
- **Analyse communications outcomes to maximise learning and service delivery quality:**
 - Conduct regular analysis on outcomes, using agreed metrics.
 - Present clients and the Associate Director with clear outcomes analysis and recommended next steps.
 - Conduct learning reviews with team members and share learnings as appropriate.
- **Maximise the value of external relationships:**
 - Maintain a strong network of media contacts and influencers and draw on these effectively.
 - Where required, attend events and networking opportunities and identify opportunities for business development
- **Strategic Input:**
 - Provide suggestions for optimising account resources, management, and best practice to the Associate Director.

Jersey Road Account Directors also focus on one or more of the following responsibilities, depending on their strengths and areas of interest, and on organisational needs:

- Business Development

- Line Management
- Events Management & Marketing
- Operational Improvement

Key Skills & Experience

- An enthusiastic team player with proven leadership and management skills and experience within a communications environment.
- A skillful delegator with strong supervisory expertise to co-ordinate teams.
- A flair for creativity and the courage to innovate.
- Solid project management skills with an aptitude for detail and organisation, whilst remaining agile and responsive with the ability to meet tight deadlines and manage competing priorities..
- A calming presence during stressful times, able to listen effectively and solve problems.
- A keen networker and adept at building relationships with clients, journalists, key industry stakeholders, influencers and the internal team.
- Exceptional written, verbal and presentation skills, with an ability to grasp and communicate the simple message even in complex contexts.
- Good analysis skills, able to collate and interpret data for a range of audiences.
- Strong negotiation skills bringing creative 'on-your-feet' thinking into client negotiations.

Desirable Skills & Experience

- A good understanding of the NGO and Christian sector and a passion for telling the story of faith-based organisations making a difference in the world.
- Experience in working across different cultures and in global contexts.
- Experience of crisis communications.

Metrics

- Achieving consistency of service and exceptional outcomes for current clients.
- Ensuring client services are aligned with Jersey Road values.
- Contributing to the growth of the Agency.

Jersey Road location

Our team members work from a variety of locations across the UK. Wherever you are based, you should be willing to meet other members of the Jersey Road team in person, twice a week in London and join our in-person quarterly team days and annual team residential.

You should be willing to travel for in-person client meetings and client or industry conferences/ events. International travel may also be required.

Jersey Road will reimburse all travel costs.

Salary and Benefits

- £38,000-£58,000 (dependant on experience)
- Pension Scheme
- Generous 30 days annual leave allowance
- Private healthcare package
- Travel compensation
- Flexible hybrid/ home-based working approach
- Generous personal development approach

Please apply by providing a cover letter and CV to jobs@jerseyroad.agency