



## HEALTHCARE ACCOUNT DIRECTOR

- Join a dynamic and growing creative technology agency
- Based in Surry Hills, Sydney
- Work with blue chip pharmaceutical brands

### THE OPPORTUNITY

Tired of working till midnight for a global agency where you are working at 200% capacity, bullied by a global client and can't do anything about it? Tired of 'selling' solutions that make good profit sense for your agency but don't make good business sense for your client? There is an alternative;

Due to a number of client successes and momentum Orchard is looking for an Account Director / Senior Account Director with solid agency experience to join the Healthcare team.

This is an exciting opportunity to work with an integrated marketing agency that helps clients harness their marketing environment to transform the way people think, feel and act towards a brand.

Orchard offers a good, fun working environment and all the necessary support and structured training you need to grow your career.

### REPORTING TO

Group Account Director

### JOB DESCRIPTION OVERVIEW

The (Senior) Account Director is responsible for:

- Overseeing or actively managing the seamless running of the day-to-day activities across all of his/her accounts
- Providing strategic guidance and direction for each client
- Building strong relationships with clients and colleagues built on trust, respect and integrity
- Developing the professional competencies of Orchard colleagues
- Developing and maintaining strong, professional relationships with all agency partners
- Managing and budget control, providing accurate forecasts, timely JCRs and striving for growth wherever possible
- Provide clear growth plans for accounts, challenging the status quo, highlighting benchmarks and desired targets focusing on opportunities and plans to maximise growth



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- Drive new opportunities linked to current clients striving for constant growth across accounts looking at not only the immediate account but also the bigger picture and extending potential
- Seeking new business opportunities outside of immediate accounts
- Driving new business pitches from brief to presentation in a seamless manner, rallying the team, ensuring the business develops the best possible output
- Inventing better across everything s/he touches and striving to raise the profile of the agency
- Respecting and living up to the Orchard values

### ADDITIONAL JOB REQUIREMENTS

- 6+ years traditional marketing and advertising experience
- Ideally 3+ years digital experience (not essential)
- Excellent oral and written communication skills
- A passion for digital marketing
- A proven ability to develop sound marketing strategies
- Excellent presentation skills
- Exceptional organisational skills
- Unparalleled leadership and team building skills
- Strong financial management skills
- Interest in current technology and future trends

If you feel like this is the right job for you. Please send your CV to [jobs@orchard.com.au](mailto:jobs@orchard.com.au) and we will arrange to meet you.