



Group Account Director: Sydney / New York

Reporting to: Managing Partner

The Opportunity

Orchard is the leading healthcare agency in Australia and has expanded its presence in the US market. We are looking for a hands-on Group Account Director to join the local team in Australia for a maternity leave contract. Working in a close-knit team that thrives on collaboration and where there are no politics, bureaucracy or b*llsh*t.

The GAD is responsible for leading a small team of Account Directors and Senior Account Managers. Overseeing these accounts, ensuring that the team have what they need to do fabulous work, whilst always striving to invent better across everything they do. The GAD is part of the leadership team and therefore a part of the overall agency health and growth plans.

The GAD is also responsible for the day to day management and growth of a few accounts. They will be comfortable across online and offline campaigns and have strong organizational skills and bring unparalleled leadership and team building skills to his/her project(s).

The Group Account Director will be responsible for the following areas within the role:

Planning and Strategy

- Works with the client to understand and define strategies and plans to take the accounts to the next level.
- Works with the team to write strategies and briefs that inspire great work, provide strategic direction and meets clients overall business / marketing objectives.
- Is involved in planning, forecasting and developing client plans.
- Works with peers to produce work that builds the brand and pushes the knowledge boundaries.
- Works with the production and creative team to develop concepts for the project and to ensure integration and production feasibility.
- Advising clients and agency teams on the latest digital innovations.
- Can lead and drive new business efforts in responding to new client briefs and pitch opportunities.

Client service

- Oversees the direct reporting team to ensure all accounts are run exceptionally well.
- Manages the day to day activities of the account team and project managers to meet and exceed the client's expectations.
- Help train, support and mentor the greater account team to perform their duties.
- Ensure an effective, collaborative team culture is maintained within the team.
- Ensures that clients are efficiently charged for the work the agency has performed.
- Coaches and brings best practice in client service skills to the team.
- Encourages a climate of creativity and innovation in the group.
- Provides communications counsel and strategic advice to each client.
- Develops strong relations with senior clients and delights them with our work.

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- Supervises & constructively directs the team to deliver brilliant work.
- Develops the professional competencies of people and drives the group to improved performance.
- Budget/resource planning, allocations and management (in association with Directors).
- Solves client service problems before they get out of control; when necessary, communicates concerns to agency team.
- The ability to inspire creative thinking and judge creative ideas.
- A talent for presenting and selling agency ideas and work.
- Works with Project team to keep project on schedule and within scope.
- Regularly scheduled team meetings to review progress, identify problems and correct them if necessary.
- Identifies and puts in place new ways of working that allows the group to deliver quality work faster and cheaper
- Ability to work on multiple projects and clients at once.

What you can bring:

- 10+ years traditional marketing and advertising experience
- 2-3 years of digital marketing experience
- Excellent oral and written communication skills
- A passion for digital marketing, and proven ability to develop sound marketing strategies
- Excellent presentation skills
- Sound financial management skills
- Interest in current technology and future trends
- Show a strong commitment to the Company's core values of Collaboration, Integrity & Curiosity
- Embrace and respect the Company's community and environmental responsibilities

A little about Orchard

We are a full service digital creative agency who fuse art and technology to invent better outcomes for business and brands. We work with a number of leading client brands such as Electrolux, Asaleo, BT, Hyundai, Zoetis and Bayer to name a few.

Invent Better are two little words that define our big approach. It's a belief that creative technology solutions are the key to winning in today's digital age, and it's a formula that challenges us to engage with our clients in a way that encourages us all to push that little bit further every time.

Our company values of

It's this passion and approach that has made us one of Australia's largest digital marketing agencies.

Sydney | New York

Invent Better – make a difference

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