



Account Director

Technology is literally changing the world around us and yes, some people tend to focus on why that change is bad – it makes us uncomfortable, it breaks our status quo, it feeds our uncertainty – but at Orchard we choose to see it differently. Technology can make lives better. It can make businesses better, brands better and experiences better. It can be the change we want to see in the world.

Which is why we, at Orchard, rally around a single purpose: to *invent better outcomes* through creativity and technology. Those better outcomes can only exist in the context of people irrespective of if we label them users, customers, patients, clients or even staff.

Join a dynamic and growing creative technology agency

Based in Pymont, Sydney and New York

Working with blue chip global brands.

The Opportunity

We're currently on the lookout for a talented and ambitious Account Director with awesome digital experience to work in our Consumer Account Management team. Specifically, on an automotive client investing heavily to get to no.2 in the market.

Orchard offers a great working environment, all the frills and perks you'd expect from an agency and the necessary support & structured training you need to become a rock star digital guru.

Key Function

The Account/Senior Director will work with the Senior Account Director to lead elements of the account and strategically manage the agency-client relationship.

Specific Duties

- 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
- 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

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<http://www.linkedin.com/company/orchard-marketing>



Account Director

- Inventing better across everything s/he touches and striving to raise the profile of the agency
- Respecting and living up to the Orchard values

Essential Skills and Experience

- 6+ years digital marketing experience
- Preferable digital marketing experience
- Automotive experience a huge plus
- Excellent oral and written communication and skills
- Passion for digital marketing
- Good presentation skills
- Excellent organisational skills
- Good financial management skill
- Proven ability to work within a team
- Interest in current technology and future trends
- The ability to inspire creative thinking and judge creative ideas
- A talent for presenting and selling agency ideas and work
- Ability to work on multiple projects and clients at once
- Show a strong commitment to the Company's core values (Integrity, Collaboration and Curiosity)
- Embrace and respect the Company's community and environmental responsibilities
- Applicants MUST have the right to work within Australia
- Unparalleled leadership and team building skills

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.

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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