



Vice President, Group Account Director: New York

Reporting to: Senior Vice President, Group Account Director (SVPGAD)

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 healthcare agency
- Based in New York City and Sydney, Australia
- Work with blue chip Pharmaceutical brands

Key function

VP, GAD will work with the SVP to lead the Orchard NYC team pioneering some of the best marketing communications work, including integrated creative, digital and technical development. You will play a key role in supporting the SVP in growing the overall agency and affiliated partners in the Eneo network.

The VP, GAD will be key in driving the agency strategy and day-to-day running of the Orchard NYC team. You will assist the SVP with training and development and mentor a strong team culture. The role will require a hands-on approach in supporting the greater team, engaging with the clients and their brands.

You will lead in the financial management for key clients within the New York portfolio to ensure agreed budgets and overall growth and profitability are met.

To be successful in this role, you will be self-motivated, take initiative, readily accept new responsibility and are driven to succeed. You have the ability to lead senior client team meetings, sell-in programs and have tough conversations when required. You have the ability to plan and lead a pitch presentation and can manage diverse teams and serve as a mentor to junior staff.



Client Business

- Proven ability to think and provide insights across a variety of platforms, channels and audiences
- Consistently identifies business problem(s) that clients are looking to solve and ensures they are understood by the team
- Maintains an intimate understanding of the clients' businesses, priorities, pain points and competitive landscape and helps the team do the same
- Can lead and drive efforts in responding to new client briefs and pitch opportunities within existing clients.
- Can lead and drive new business opportunities for existing clients and new opportunities for Orchard NYC.

Client service

- Measures, monitors and advances client-agency relationships and the firm overall
- Manages the day-to-day activities of the account team and project managers to meet and exceed the client's expectations.
- Works with project team to keep project on schedule and within scope. Ensures that clients are efficiently charged for the work the agency has performed.
- Encourages a climate of creativity and innovation in the group and supports the team to deliver brilliant work.
- Provides communications counsel and strategic advice to each client. Develops strong relationships with senior clients and delights them with our work.
- Budget/resource planning of the agency, allocations and management (in association with Directors).
- Supports the team to solve client service problems before they escalate out of control; when necessary, communicates concerns to the wider agency team.
- Can confidentially present and sell-in agency ideas and work to external and internal stakeholders.
- Regularly schedules team meetings to review progress, identify problems and correct them if necessary.
- Proactively seeks opportunities to implement more effective work practises that are beneficial to the business and overall budget.



- Supports the SVP when required on new business and growth opportunities.

Assembles, builds and leads integrated teams

- Constantly evolves the team to reflect our understanding of clients' needs today and our anticipation of their future needs.
- Can evolve, promote and protect clients' interests whilst upholding best working practices within the agency.
- Holds self and team accountable for overall team performance, compliance and ethical business conduct in accordance with Orchard values.
- Assist the SVP in managing team performance in line with Orchard's performance review process and guidelines, ensuring the best quality output and success of the team is in-line with overarching business objectives.
- Helps create climate that encourages collaboration, curiosity and integrity within the agency.
- Helps develop and align with compelling and inspired vision of possibilities and direction to internal and external stakeholders.
- Implements and supports agency and group initiatives with the senior leadership team to create positive changes and helps others adapt to change.
- Plays a key role in ensuring that processes between Sydney and New York teams are executed efficiently and is as profitable as possible.
- 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 collaboratively 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.
- Brings best practice in client service skills to the team, providing opportunity for on job training, coaching/mentoring and external training opportunities for the team.



Qualifications:

- At least 8 years of relevant experience in marketing communications and/or related fields, including digital & print advertising in the pharmaceutical health space
- Strong communication – active listening, negotiation and persuasion
- Confidence and conviction in presenting ideas and providing counsel to internal and external audiences
- A passion for digital marketing, and proven ability to develop sound marketing strategies
- Strong and consistent problem-solving and analytical skills
- Ability to manage competing interests
- Proven ability of leading and mentoring a team
- Aptitude to develop and maintain strong working relationships internally & externally
- Has creative flair and shares our passion to elevate the advertising in the health industry
- Good emotional intelligence
- Good judgment and ability to take risks
- Forward-thinking
- Learns and builds from experience

A little about Orchard

We offer an awesome, fun working environment full of culture and energy. We leave our egos at the door and past that door is a super cool office space filled with inspiring people and lots of snacks.

We pride ourselves on our work and also our work / life balance. We're 100% committed to you, your career at Orchard and your continued professional and personal development. We offer a rich array of internal and external structured training and education courses as well as ongoing individual wellbeing support through our Employee Assistance Program.

As an agency we fuse enthusiasm, creativity and technology to *Invent Better* outcomes for leading International and Australian brands such as BI, Zoetis, MSD, GSK, Electrolux, BT, Ikea and Hyundai to name a few.

Invent Better are two little words that define our big approach. It's a belief that creativity and technology 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 always pushes us that little bit further every time.

Sydney | New York

Invent Better