



Senior Account Director: Sydney / New York

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.

The Opportunity

We're currently on the lookout for a talented Senior Account Director with extensive digital experience to work in our Consumer Account Management team, specifically on an automotive client.

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

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.

- 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



What you can bring

- 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 of Collaboration, Integrity & Curiosity
- Inventing better across everything you touch and striving to raise the profile of the agency
- Embrace and respect the Company's community and environmental responsibilities
- Exceptional communication skills
- Proven ability of working within a team
- Excellent attention to detail
- Applicants MUST have the right to work within Australia

Above all, the successful candidate to join Orchard will be someone who has a strong work ethic driven by creative passion, positive energy and thrives on challenges, alongside a desire to grow with the company!

If you feel like this is the right job for you, would like to take your career to the next level, work in a great cultural environment that allows you to grow and enjoy work, please email your CV and contact details to jobs@orchard.com.au and we will arrange to meet you!



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 free crumpets.

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, Schwarzkopf, 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 - make a difference