

# ACCOUNT DIRECTOR

## Fintech experience; strategic mindset

CCGroup is a multi-award-winning B2B tech PR and marketing consultancy. We offer a fantastic working environment, great clients and a supportive team to help you grow. We are proud Blueprint status holders for our work encouraging diversity, and we have a few awards to our name:

- PRMoment Awards 2020, 2021, 2022 & 2023: Technology Agency of the Year
- PRMoment Awards 2020, 2022, 2023: B2B Agency of the Year
- PRovoke 2023: EMEA Technology Consultancy of the Year
- PRovoke 2022: Top Five UK Agencies to Work For
- PRWeek Best Places to Work 2023: Best Rewards & Benefits
- PRWeek Best Places to Work 2021: Best Agency to Work For (small agency, winner)
- PRWeek Best Places to Work 2021: Training and Development Award winner
- PRovoke 2020-2021: EMEA Technology Consultancy of the Year
- PRWeek Best Places to Work 2020: Mental Health Champion of the Year winner

## Summary

CCGroup is looking to recruit an Account Director with fintech experience. The candidate will work primarily within CCGroup's Fintech stream, but will also be available to other streams as needed (Telecoms, Connectivity/Enterprise and Cybersecurity).

### Who are we looking for?

**You have fintech experience.** You have recent experience working with fintech brands and have a good understanding of the market issues and media landscape. This is critically important for us.

**You're excellent at content.** One of CCGroup's biggest strengths – according to our clients – is the content we deliver. Married to our expertise, we can create great content – from papers to releases to bylines - without enormous amounts of input from our clients, and that self-sufficiency is loved by our busy clients.

**You're comfortable leading teams.** We have a very high staff happiness score which we don't achieve just because we're 'nice'! Leadership means delivering positive encouragement and constructive criticism. In addition, you'll be sharing your fintech and PR knowledge with the team to help them develop. 'Supportive' is one of our values.

**You are confident with clients.** We see ourselves as advisors and confidants and our clients agree. That means challenging each other and not just 'taking orders'.

**You have knowledge and practical experience of other marketing disciplines and can fit within an integrated agency structure.** CCGroup is currently integrating its analyst relations and digital marketing expertise to create one integrated account team for each client over time. This is a gradual process. While the successful candidate will be first and foremost a PR expert, and appreciation of other disciplines would be an advantage, a willingness to support integration is essential.

**You're a nice, decent person.** PR can be stressful and issues like mental wellbeing and inclusion are very important to us – we haven't got patience for politics or snarkiness, we're open, honest and kind to each other.

**You're committed to continually learning.** We all know that fintech and PR are constantly changing. It's important that you lead by example and keep up-to-speed. We're big fans of the PRCA's Continuous Professional Development scheme and expect everyone to participate. 'Curious' is one of our values.

## Position in company structure

Account Directors are responsible for the planning and delivery of all PR account activity for their clients. Most CCGroup Account Directors work across a range of streams but major on one stream in particular.

Reporting to an Associate Director/Head of Stream, Account Directors are responsible for setting programme strategies for specific accounts and taking overall accountability for day-to-day delivery. They have strong industry knowledge, identify and convert opportunities for clients to capitalise on, recognise opportunities for additional project fees and lead new business activity. In addition, Account Directors form strong partnerships with stream leaders to plot strategic stream marketing activity which culminates in the generation of a sales pipeline to deliver against set annual income targets.

## Main job functions

- Direction and management of account teams to achieve agreed plans and objectives – over time this will encompass digital marketing and analyst relations services as well as PR services
- Provide quality counsel to clients, establishing a trusted, respectful relationship
- Ultimately accountable for the management of clients, including management of expectations budgets and profitability
- Develop and grow clients and accounts, identifying and converting revenue-generating opportunities – including cross selling additional services outside PR to support the business' integration strategy
- Set budgets, update forecasts and manage resources
- Established, productive networks amongst journalists, analysts, industry subject matter experts, event organisers AND potential prospects
- Lead the creation and conversion of new business opportunities

- Create and develop PR programmes and campaigns for new and existing clients
- Provide mentoring support to at least one member of the junior team

## **Responsibilities**

### **Client consultancy**

- Be the recognised 'go-to' communications expert for clients; develop and maintain long-term client relationships, providing senior level counsel
- Prepare for and lead client meetings
- Develop briefs with clients and offer advice which shows an understanding of strategic PR, AR and digital marketing
- Formulate strategic plans, develop client SLAs and own the delivery of activity
- Understand what success looks like for each client and ensure campaigns and projects are effectively evaluated
- Use insights, sector expertise, knowledge of the marketing mix and creative thinking to suggest innovative approaches to client campaigns and communication challenges
- Lead brainstorming and other creative sessions to ensure client work remains fresh, developing client-facing proposals and plans

### **Account team leadership**

- Take overall responsibility and be fully accountable for managing multiple accounts and projects, as well as overseeing day-to-day activity
- Lead by example; motivating and inspiring the team to deliver great work
- Be accountable for both the quality and timely delivery of client work
- Formulate strategic comms programmes and campaigns in partnership with account managers/leaders
- Resolve most client issues, recognising when to escalate to Stream Leader/Director
- Organise client teams effectively and understand the strengths and limitations of team members
- Be accountable for client profitability and financial controls across accounts including invoicing, client time reconciliations and time allocations
- Support and develop account managers and executives
- Demonstrate exemplary copywriting abilities, in terms of adopting clients' tones and messages, firm grasp of language and accuracy in copy
- Lead by example by taking a proactive approach to developing and maintaining key influencer relationships, demonstrating productive relationships and client results

### **Revenue generation**

- Play an active, demonstrable role in helping the stream achieve its revenue targets through the generation of additional revenue
- Independently drive opportunities for organic growth across existing accounts (outside of SLA, including creative ideas)
- Identify and secure new business opportunities via your network
- Effectively develop and support pitches, proposals and business development meetings
- Lead brainstorming and subsequent development of creative ideas
- Assist Stream Leader in the development and execution of the stream marketing plan

## **Financial management**

- Input timesheets and expenses correctly and on time
- Allocate client hours to team (avoiding over or under servicing client accounts)
- Manage servicing rates to within acceptable boundaries
- Build budgets and costs for work and negotiate with clients and prospects

## **People management**

- Lead, coach and mentor team members, allocating projects or areas of accounts that will develop and stretch them
- Take responsibility for the professional development and well-being of mentees, including conducting effective annual appraisals and effective monthly mentoring programmes
- Be proactive and frank in providing constructive feedback
- Make recommendations for promotions
- Make recommendations for training/development
- Provide formal and informal training sessions across the agency as appropriate

## **Research & knowledge development**

- Consume news and analyst content relevant to clients and their industries daily, demonstrating deep knowledge and sharing relevant items with the account team
- Follow and research industry trends relevant to clients and their industries, demonstrating an understanding of key issues in the creation of client content and proposals
- Demonstrate a strong understanding of marketing mix, particularly the role of PR in relation to other disciplines through consuming appropriate PR/marketing industry content
- Be aware of trends in the Tech and digital PR space and share with client teams as agreed and internally
- Be a proficient user of social media channels, especially Twitter and LinkedIn
- Commit to securing PRCA Continuous Professional Development certification every year
- Regularly attend PR industry and technology-related events, and take other team members

## **Agency contribution**

- Work closely with the Stream Leader to assist in the successful, efficient running of the stream, consistently achieving financial targets
- Support recruitment by participating in the interview process, devising test briefs and exercises and providing feedback
- Ensure best practice is shared across client teams and the agency as a whole
- Provide advice and guidance to junior colleagues across the business
- Become an ambassador for CCGroup within the industry

## Relevant experience and skills – person specification

- Five years' experience desirable in a related role (PR agency experience essential, practical AR/digital marketing experience preferred but not essential)
- In-depth understanding and experience of the technology PR landscape and a track record of success working in the broader sector
- Extensive experience of direct client liaison, developing strong working relationships and effective commercial management
- Proven ability in the management of people, creating a team ethic to deliver against client and company goals and of guiding and coaching team members to success
- Proven experience of pitching for and winning new business, identifying and converting organic opportunities within existing clients
- Demonstrable experience of creating and developing client strategies and creatives, and overseeing their successful execution
- Strong and detailed understanding of the principles of PESO and their effective, balanced execution in a B2B PR and marketing campaign
- Can advise on SEO, social media and digital marketing strategy and tactics with client marketing teams – and lead agency team implementation
- Has a firm understanding of agency financial systems and the impact they have on revenues and agency profitability
- Strong understanding of PR and its role in the overall marketing mix
- Well organised, ambitious and confident
- Excited by technology and the benefits it can deliver
- Has the ability to build rapport quickly – brings a broad range of contacts that can help drive client/business opportunities
- Strong spoken and written communication skills, with excellent spelling and grammar
- Motivated to learn
- Is comfortable, articulate and eloquent in presenting in new business situations
- A successful negotiator

**Salary band: £50- £64k**

## More great stuff about working at CCGroup:

CCGroup offers hybrid working with two days of your choosing in the office and we trust you to manage your own time!

### Time off & flexibility

- 22 days holiday + 1 day off for your birthday (goes up with tenure up to 27 days)
- 3 religious/cultural days off of your choosing
- Early/late passes – allows each employee to arrive three hours late or leave three hours early one day per month 9 times per year (not available in December)\*
- Structured sabbatical scheme
- International passport: work from anywhere in Europe for up to 1 month per tax year!

## Bonuses

- Up to 5% annual bonus based on company fee targets being met
- A further bonus worth up to 7% of salary on individual performance based on 360 peer feedback during your appraisal
- Spot bonuses to recognise exceptional efforts
- Quarterly “Famous Five” awards (£100 as a recognition of exceptional Performance in line with our values)
- Long term service reward scheme

## Pension and other financial benefits

- Contributory pension (3% Employer+ 5% Employee)
- Life assurance (Covers 2 x your salary)
- Season ticket loan scheme
- Interest-free loan of up to £1,000 (paid back over 12 months)
- Techscheme up to £1,000 (paid over 12 months) 12% savings for basic tax earners /2% saving for higher tax earners.
- Cycle to work scheme (save up to 40%)
- Wellbeing allowance £150 per year to spend on whatever makes you happy!
- £100 Christmas gift card
- Access to Lifeworks perks platform: discounts, gift cards and cashback!
- Mobile phone (Account managers and above)
- Free eye tests & £50 glasses contribution provided it's directly related to screen use.

## Your career and learning development

- Continuous learning environment: internal and external training opportunities for everyone, focusing on individual career development plans – guided by an individual mentor

## Social benefits

- Two big company socials per year –Christmas + Summer
- Monthly social gatherings (onsite and offsite, including daytime and alcohol-free events)
- Time off for volunteering
- Dog-friendly office

## Family friendly benefits

- Generous maternity, adoption and paternity leave:
  - Maternity: after 1 year's service: 16 weeks @ 100% salary
  - Adoption (main adopter): after 1 year's service: 16 weeks @ 100% salary
  - Paternity: 4 weeks @ 100% salary
- Bring your kids to work day

## Health & wellbeing

- 5 trained Mental Health First Aiders
- Access to WeCare, our mental and physical wellbeing support service:
  - Up to 10 free counselling sessions
  - 24/7 GP consultation
  - Second medical opinion service
  - Financial & legal guidance helpline
  - Get fit programme
  - Healthy diet at work programme

We're committed to making our recruitment process as inclusive as possible. We are happy to carry out interviews virtually or in-person, whatever suits best. We have an accessible office in central London, the closest station is King's Cross which is a step-free station, and we have accessible facilities including WCs and showers. We are happy to provide accessibility tools to ensure you are able to fulfil your job. Please reach out to [laura.kolb@ccgrouppr.com](mailto:laura.kolb@ccgrouppr.com) should you need any adjustments at all during the process and beyond!

