

Digital Account Director

Marketing Services

CCGroup is a PR-led marketing agency offering world-class communications services across media, industry analysts, and digital channels. With over three decades of building brands within key technology sectors, our industry experience is unparalleled across mobile & telecoms, enterprise technology, fintech, cybersecurity and deep tech. We've been there at the evolution of these sectors – and told their stories.

What makes us special? It's our CCGroupies. At our core we're a diverse collective of fresh thinkers who aren't afraid to challenge the status quo. Our team is bursting with curiosity, passion, and a drive to make a difference. We believe in fostering genuine relationships and, above all, building long-term and trusted partnerships. We're constantly striving to become the best employer in tech marketing and have been recognised and awarded in this space many times in the past five years, these are a few of our awards:

- 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

As the Digital Account Director, you will be working closely with the Marketing Services Director to grow the digital marketing proposition at CCGroup. You will use your experience across paid and organic digital marketing techniques and platforms to support new business meetings and proposals and translate those into plans for each client. You will be an authority internally around B2B tech digital marketing best practice and latest thinking specifically around paid and organic social media, Google ads SEO, and influencer marketing.

Day to day, you oversee the strategic direction of campaigns, ensure client satisfaction, and support the growth of our business through business development initiatives. With a keen eye for detail and an ability to translate client briefs into actionable strategies for your team, you will lead in the execution of integrated marketing campaigns that drive results.

This is a leadership role that requires a mix of strategic thinking, client relationship management, team leadership, and hands-on campaign management.

Key Responsibilities:

1. Client Leadership & Account Management:

- Act as a senior point of contact for key clients, managing relationships and ensuring the successful delivery of digital marketing strategies.
- Lead the development of strategic account plans, ensuring alignment with client goals and business objectives.

- Translate client briefs into clear, actionable plans for the team, ensuring they are well-understood and executable.
- Maintain a strong understanding of client KPIs and industry benchmarks, delivering campaigns that meet or exceed expectations.
- Ensure SLAs and key deliverables are met across accounts, including regular reporting and performance tracking.
- Lead client meetings and calls, presenting insights, recommendations, and updates on campaign performance.

2. Campaign & Project Management:

- Oversee the creation, execution, and optimization of multi-channel digital marketing campaigns, including paid and organic social media, SEO, and influencer marketing.
- Manage the day-to-day operations of digital campaigns, including creative asset development, copywriting, and performance monitoring.
- Use data-driven insights and social listening tools to continuously refine and optimize campaigns, providing recommendations to both clients and internal teams.
- Ensure content and campaigns are aligned with the client's overall marketing strategy and brand positioning.
- Provide ongoing mentorship and guidance to the account team, reviewing and approving work while offering constructive feedback.

3. Business Development & Growth:

- Work closely with the Marketing Services Director to identify new business opportunities and contribute to business development efforts.
- Lead pitch development, client proposals, and presentations, showcasing CCGroup's expertise and value proposition.
- Proactively seek opportunities to grow client accounts, suggesting innovative strategies and cross-sell opportunities.

4. Team Leadership & Development:

- Manage and mentor a team of account managers and executives, ensuring they are well-equipped to execute client deliverables effectively.
- Drive team development through training, feedback, and hands-on support, fostering a culture of continuous learning.
- Lead regular internal account reviews to ensure alignment and effective resource allocation.

5. Integrated Marketing Strategy:

- Collaborate with the Marketing Services Director and the team to develop and implement integrated marketing strategies, blending social media, SEO, influencer marketing, and content marketing.
- Support the aggregation and analysis of data from social platforms, Google Analytics, and SEO to derive actionable insights for clients.
- Ensure all campaigns are part of a cohesive, multi-channel approach to maximize client impact and ROI.

Required Experience & Qualifications:

- Minimum 5-7 years of experience in digital marketing, with a strong background in account management and client leadership within a B2B marketing agency (preferably technology-focused).
- Proven track record in delivering paid and organic social media, SEO, and influencer marketing campaigns that drive measurable results.
- Demonstrated experience in managing and growing key client relationships, with a strategic mindset and strong problem-solving skills.
- Strong understanding of the B2B technology sector, with the ability to stay ahead of industry trends and best practices.
- Excellent communication skills, both written and verbal, with the ability to present insights and strategies effectively to senior clients.
- Proficient in using social media insight tools, Google Analytics, and other data-driven platforms to inform campaign strategy.
- Experience in leading and developing a high-performing team.
- Demonstrated ability to contribute to business development initiatives, including new client pitches and upselling.

Desired Skills:

- A keen interest in the full digital marketing mix, including content marketing, influencer marketing, and integrated marketing planning.
- Strong organizational skills with the ability to manage multiple projects and meet tight deadlines.
- A collaborative mindset, with the ability to work cross-functionally with internal teams and external partners.

Salary: £50,000-60,000 per annum

Notice: 4 months

More great stuff about working at CCGroup:

- Flexible and hybrid working: we ask people to come into the King's Cross office twice a week on days of their choosing, whilst operating core hours of 10-4pm.
- 22 days holiday + 1 day off for your birthday + 3 religious/cultural days off of your choosing

- Holiday allowance increases with tenure, up to 27 days
- Contributory pension (3% Employer+ 5% Employee)
- Wellbeing allowance £150 per year to spend on whatever makes you happy!
- £100 Christmas gift card
- Continuous learning environment: internal and external training opportunities for everyone, focusing on individual career development plans.
- Company social activities (daytime and alcohol-free as well)
- Generous maternity, adoption and paternity policies:
 - 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
- Access to our mental and physical wellbeing support service
- Access to Lifeworks perks platform: discounts, gift cards and cashback!
- 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)
- Season ticket loan scheme
- Interest-free loan of up to £1000 (paid back over 12 months)
- Cycle to work scheme
- 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
- Long term service reward scheme
- Free eye tests & £50 glasses contribution provided it's directly related to screen use.

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 should you need any adjustments at all during the process and beyond! If you don't know what adjustments you could have, email Laura and she can help with some suggestions.