



Brave digital. Expertly done.

# Digital Account Director

## Job Description

**Client Services**

Greenlight Digital Ltd

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# The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT  
WE DO



## Job specification

Title: Digital Account Director (AD)

### Job purpose

Our Client Services department is the glue that binds Greenlight's full suite of digital services together and you will be a core member of this talented, multidisciplinary team. Reporting to one of our Client Partners, and line-managing at least one Account Executive, you will be responsible for devising and delivering the digital strategies of a small portfolio of prestigious clients, spanning everything from paid and organic search through to video production and website builds. Naturally, therefore, you have a broad knowledge of digital channels and the way in which they function together, and you have plenty of your own views and opinions on the future of digital innovation. You'll oversee the clients' strategies, working closely with our award-winning channel delivery teams to ensure that our strategies are delivering against targets and forecasts and that all our deliverables are on track and to schedule. You should have excellent multitasking skills, a creative way of thinking and an impeccable understanding of how brands operate. You'll be in constant contact with your clients – be that by email, phone, or in regular face-to-face meetings – meaning that you're always drawing on your excellent written and spoken communication skills, as well as your innate ability to forge strong relationships. We've included a list of roles and responsibilities below, but we also expect you to be brave, think outside of the box, and come to the team with new ideas about how we can improve processes and performance for our clients.

### Role & responsibility

- Serve as a credible, trusted partner and advisor to your clients, working with them to plan, forecast and implement digital campaigns
- Oversee the delivery of forecasting and performance reporting by your Account Exec(s), helping them to deliver meaningful insights across all digital channels (such as SEO, PPC, & Display)
- Interrogate data, campaign results, market trends and competitor insights to identify opportunities and anticipate any issues that might lead to a lack of performance

- Co-ordinate the preparation of immaculate client-facing presentations, and deliver them clearly and compellingly
- Keep a keen eye on your clients' commercial value to the agency, forecasting revenue on a monthly and yearly basis and up- or cross-selling relevant services and channels whenever the opportunity arises
- Nurture and develop your direct reports, maintaining regular one-to-one sessions and identifying all training needs that might emerge
- Maintain the agency's high client retention rate by developing and fostering long-lasting client relationships
- Use both Greenlight proprietary technology and third-party technology and tools for planning, reporting and campaign insights
- Maintaining a thorough understanding of your clients' sectors and market trends, thus positioning Greenlight as experts in the area

## **Qualification & skills requirements**

- Minimum of 4 years' account management experience in online marketing
- Credible leadership skills, capable of motivating agency teams and promoting the trust of our clients
- Highly motivated, undaunted by rewarding hard work, and passionate about digital
- Impeccable knowledge of digital marketing and the key digital channels and their challenges – SEO, PPC, Display and Creative in particular
- Excellent knowledge of digital analytics and associated tools
- A firm understanding of ecommerce and the challenges particular to online retail
- Advanced Excel skills, with a focus on data analysis and commercial forecasting
- Excellent persuasive writing skills and a keen eye for detail
- Advanced report writing, data analysis and interpretation skills
- Impeccable project management skills
- Skilled at prioritising and managing both your own and your team's time across multiple clients in a fast-paced working environment
- Excellent interpersonal, communication and negotiation skills
- A proven track record of proactively identifying business opportunities, problem solving and creative thinking
- Foreign language skills desirable, but not essential
- Brilliant networking skills, confident at developing new relationships

# What you'll get

Our people make us who we are, so to make sure we attract and retain the best and brightest in the industry, we offer an attractive benefits package. Of course, we offer the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! Daily breakfast and fruit, tick!). But not only that, there's a whole host of benefits – from discounted gym memberships and free eye tests to an employee pension scheme and enhanced maternity, paternity and adoption package. Here's a snapshot of just some of the benefits we think you might also like:

- **Dynamic working:** To keep that work-life harmony in check, we're flexible on where and when you work
- **Above-statutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



# Manifesto

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We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on '*best practice*'. We don't see the point in phrases like '*user needs*'.

Instead, we get to what people actually *want*.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

# Our values

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If it doesn't feel right, we speak out.

We act on our curiosity,  
and question things



The devil's in it.

So, we keep our eyes on it.

## Brands we've worked with

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The electronics specialist  
**maplin**

**ebay**

 HarperCollins.

**ghd**  
good hair day, every day

**Bright House**

  
new balance

 Electrolux

LAURA  
ASHLEY

THE  
BRITISH  
HOME  
STORE

 HURTIGRUTEN

BURTON  
MENSWEAR  
LONDON

**MASTER of MALT**  
*keeping you in fine spirits since 1985*

  
HISCOX

*Rapha.*

**SIEMENS**

Currys 

極度乾燥(しなさい)  
**Superdry.**

  
MILLENNIUM  
HOTEL



**Carphone Warehouse**  
VICTORIA BECKHAM

FOOTASYLIUM 

LIBERTY  
LONDON

**mbna**

**BBC**

FURNITURE  
*Village*

 **wex**  
photographic

  
**EURONICS**

  
Legal &  
General



# Our story

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Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.