



## Role description

**Role:** Account director/senior account director  
**Reports to:** Client services director  
**Location:** HM London office, EC3

Highland Marketing is one of the foremost PR and marketing communications agencies in the field of healthcare and health tech. Our clients include successful IT vendors, digital health companies and public and private healthcare providers. The culture of our friendly team at Highland Marketing is one of providing excellent support for our clients, collaboration and the highest professional integrity.

### Scope

Working closely with the leadership team, the account director/senior account director (AD/SAD) will make their mark as a commercially astute leader who can create and execute bold and innovative account strategies and grow client revenues. The AD/SAD will take the lead with clients, providing insightful and creatively led expertise across marketing communications, PR and social media campaigns, connecting customers with brands and engaging and building advocacy at all times. Critical to the role is the ability to lead, manage and develop capable and resilient account teams with the determination and energy to excel.

### Specific responsibilities

- Develop key account strategies; supporting growth of the Highland Marketing brand.
- Drive and execute client account strategies, demonstrating deep understanding and insight into clients' business, markets, brand and strategic goals.
- Maximise revenues from existing client accounts – developing customer retention and development strategies; supporting proposal development and client presentations.
- Create, manage and strengthen relationships within the account teams, setting direction, coaching for performance and development and driving execution.
- Engage effectively with internal stakeholders, including content and design leads, working collaboratively across the organisation.
- Remain up to date with developments, policies and competitor activity in the healthcare and health tech sectors.

### Skills, qualification and experience required

- Previous experience at an account director/senior account director level within an agency environment.
- Previous experience and/or strong interest in health tech/healthcare sector.
- Understanding of digital marketing specifically across social, content, PR, media and campaign led marketing projects within a B2B environment.
- Success in building and maintaining strong client relationships while delivering projects to the highest standard, on time and to budget.
- Experience of executing strategic plans.
- Experience of leading and developing accountable and resilient teams and individuals.
- Ability to work collaboratively with internal and external stakeholders.
- Experience in creating and implementing pro-active PR campaigns with excellent media contacts across traditional and digital channels.

- Experience and understanding of the social media landscape and directing projects in this space.
- Ability to spot business development opportunities and network effectively to grow existing client revenues and work on new business opportunities.

**Personal attributes**

- Commercially astute; balances first class delivery with business drivers.
- Resilient in the face of challenge; focuses on solutions not problems.
- Willingness to work 'hands on'; can translate strategy into action.
- Self-awareness; can influence and advocate appropriately in all relationships.
- Leadership qualities to motivate teams and individuals and get them to the top of their game.