

Digital Account Director

London SE1

Cherry is an award-winning creative healthcare communications agency based in London. We work with a number of the world's biggest pharmaceutical companies delivering award winning work for our clients. We take an integrated, multi-channel and consultative approach to client engagements and we work on numerous exciting brands across a wide variety of therapy areas.

The Role

We are looking for an experienced, enthusiastic and commercially focused Account Director with a solid mix of healthcare (medical devices, Rx and consumer health) and strong digital expertise, along with the ability to support offline deliveries as required.

About the role: you will be working in a fast-paced environment, acting as the day-to-day lead on an exciting pan- European cardiology account where innovative digital communications are key to our clients' success. Reporting to the Digital Director, you will manage and mentor a talented and dedicated team of Digital Account Managers and Digital Account Executives. Your existing experience in nurturing talent will ensure that your team continue to be passionate about their roles and enthusiastic about their future development.

You will be responsible for growing your accounts, driving behavioural change for your client's account and ensuring consistently high-quality deliverables. From strategy development through to execution, you will be the key point of contact for your client for all their strategic planning and tactical needs. Overseeing the deliverables of your team, you will also be accountable for key decisions and outputs across the account.

On the day-to-day you will collaborate closely with the creative, digital design, digital project management and technical development teams. You will also work closely with the client's cross-functional team of therapy area strategists, brand leads, digital marketers, data analytics specialists, IT and CRM leads.

Responsibilities

- Ownership of client relationship on assigned accounts
- Shape the long-term strategic direction of your accounts and ensure all current activities delivered by the team are in line with the agreed direction
- Management of revenue and projections of assigned accounts – including regular reviewing profitability and providing accurate phasing of budgets to help determine forecasts and capacity requirement
- Identify and pursue new business opportunities within existing clients
- Maintain a collaborative and inclusive environment that motivates your account team to fulfil their potential and assume responsibility/accountability in line with their role
- Keep up-to-date with external influences and events, and regularly reviewing impact of changes and new trends on client activities and objectives
- Maintain a thorough understanding of all relevant codes of practice/legislation governing ethical advertising/media/web-based communication with healthcare professionals, patients and public
- Be aware of, understand and promote industry trends and advancements in digital
- Support Digital Director in new business initiatives (pitches and RFPs)

Skills and abilities

- Minimum 5 years healthcare communications experience delivering a wide range of project types within a busy healthcare agency environment
- A solid understanding of the healthcare industry, including current issues and trends and regulatory frameworks
- Strategic and process minded with the ability to generate ideas and the gravitas to inspire client and sell in solutions
- Ability to juggle priorities across multiples workstreams, targeting different audiences (secondary care, primary care, patients, payors and internal) across different channels at the same time
- Strong listening and enquiry skills with the ability for understanding new people, businesses, and products
- Strong interpersonal and leaderships skills with ability to motivate and mentor team members
- Good numeracy skills and previous financial management
- Enthusiasm for technology and a passion for digital healthcare marketing – including a strong working knowledge of planning and implementing digital and social media within a client's broader marketing mix – both for HCPs and patients
- Experience working with Google Analytics and evaluating reports and making insight driven recommendations to clients
- Recent experience working with CRM systems such as Veeva, Salesforce and Marketo

About Cherry

We are a healthcare communications agency - we have 110 full time employees and we are based on Southbank (just next to The Globe!). This year we have been recognised as one of the Best Workplaces in the UK, 2021 by Great Place to Work.

Employee skills development and career progression is a key focus for the agency. We provide ongoing on the job training, and where appropriate team members will be funded to enrol in training courses to address specific development needs. In 2020 we promoted 24 team members and developed and facilitated over 2,000 hours of training for our team. We have 6 monthly formal 360 reviews to ensure continued development and progression and people are promoted on merit.

Last year we developed and launched our CSR, D&I and Wellbeing committee which all team members have the opportunity to get involved in if they want to! This year our CSR team have organised some volunteering days for us all to get involved in helping out the local environment which we're really looking forward to!

We consider ourselves a friendly bunch and we encourage a social environment. We provide drinks on a Friday afternoon, there's also a cake club, a book group, a film club, people go running together, there's tennis in the local park in summer and groups of us can be found in the local bars and restaurants pretty regularly of an evening. In addition to these, we hold seasonal company parties where the whole agency will go out to undertake an activity, followed by a team dinner and drinks.

If you feel you have what it takes, please email danni@cherrythinking.com with your CV and salary expectations.