

Digital Account Director

London SE1

Cherry is one of the UK's leading healthcare creative communication agencies. 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. Cherry is part of Avenir Global

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