

Account Director

Remuneration:	negotiable
Location:	Johannesburg, Rosebank
Job level:	Senior
Type:	Permanent
Reference:	#Account Director
Company:	Havas Johannesburg

Job summary:

As a senior account director at Havas, your role involves overseeing the relationship between the agency and its clients, ensuring that their needs are met and their expectations exceeded. This position also includes a focus on media planning on digital to meet specialty KPI's tracked through a unique brand measurement system.

Job description:

You will be responsible for managing a key portfolio client account, ensuring their satisfaction, and driving performance against KPIs. You will serve as the primary point of contact for clients, understanding their business objectives, and developing strategies to meet their advertising and marketing goals. Your role will involve collaborating with internal teams, including creative, media planning, and strategy, to deliver integrated solutions that align with client objectives and deliver measurable results. Additionally, you will be responsible for managing client budgets and identifying opportunities for innovation. A detailed understanding of the South African digital landscape is key.

Key responsibilities:

- Build and maintain strong relationships with key clients, understanding their business needs and challenges.
- Serve as the primary point of contact for client communications, managing expectations and providing regular updates on campaign performance.
- Develop and present strategic recommendations and proposals to clients, leveraging industry insights and best practices.
- Collaborate with internal teams to develop integrated marketing campaigns that align with client objectives and deliver measurable results.
- Manage client budgets and ensure campaigns are executed within agreed-upon parameters.
- Monitor campaign performance and provide insights and recommendations for optimization.
- Identify opportunities for account expansion and upselling additional services to clients.
- Stay informed about industry trends, emerging technologies, and competitor activity to inform client strategies and recommendations.
- Represent the agency at client meetings, industry events, and conferences, showcasing our capabilities and expertise.
- Manage a team of individuals dedicated to your accounts and enable upskilling and mentorship.

Qualifications:

- Tertiary education.
- Proven track record of managing client relationships

- Strong understanding of digital marketing channels, including display, social media, search, and video.
- Excellent communication and presentation skills, with the ability to articulate complex ideas clearly and persuasively.
- Strong analytical skills and the ability to translate data into actionable insights.
- Proficiency in Microsoft Office suite
- Team player with strong leadership and interpersonal skills.
- Ability to thrive in a fast-paced, deadline-driven environment.

Posted on 19 Mar 15:00, Closing date 18 May

Apply by email

Talent Team

Talent@havas.co.za

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