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# The Foundation Account Director

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Submission Deadline

23.09.19

## Primary Job Purpose

As an Account Director you'll be responsible for leading strategic branding and marketing campaigns that deliver results for clients across both The Foundation and sister agency, The Tomorrow Lab.






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Job Title	Account Director
Job Reference	TF/AD/0919
Reporting to	Client Services Director, The Foundation
Salary	Negotiable depending on experience
Closing Date	23 September 2019, 5pm

### Job Purpose

- Leading Strategic Branding and Marketing Campaigns, across multiple channels including digital, and predominantly for B2B clients across both The Foundation and sister agency The Tomorrow Lab
- Inspiring our people and leading by example
- Driving new business and growing existing client accounts

### A Bit About Us...

The Foundation has been creating and developing market leading brands in the UK and Ireland for almost 30 years. We work with senior teams of organisations on some of their biggest challenges; understanding each unique context and then applying strategic and creative expertise to help them:

- Prepare and deliver their marketing strategy
- Succeed in their chosen markets
- Win and retain new customers
- Grow and engage their teams

### You and The Foundation

Success for us is more than just surprising and delighting clients – attracting and developing people with the personal values, skills and attitude that will fit and grow our team are crucially important to us too.

#### The things that define us are:

We Focus on Why:

Getting under the surface of the challenge, so that we can add real value.

We Deliver Wow:

Just doing the job isn't enough.

We Help Others:

We think about how we can help our clients, our colleagues and anyone we engage with.

We Look for Better:

Standing still isn't an option for us, we work hard to keep improving.



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The Foundation is one pillar in a collective of marketing businesses in The Pierce Partnership, which also includes digital agency The Tomorrow Lab and Print Services specialist Printellect. All based in one location just outside Belfast City Centre, this unique collective allows us to offer a fully integrated marketing service that ensures specialists are involved, whatever the challenge.

### **What's the Brief?**

We're looking for a strategic thinker, someone who can hold their own in a boardroom and can work insightfully to understand the challenge and how we can best shape our services to meet the client's communication objectives. This is a role for someone who has real life, hands on marketing and people experience, an individual who can express themselves equally persuasively on paper as they can presenting. A fanatic for detail in words and numbers and a multi-tasker who can juggle multiple projects flawlessly. Someone who is a creative thinker and an inspiring leader – true to their word, with experience of developing others to get great results.

### **What we offer**

The perfect work-life integration looks different for each of us dependent on priorities, interests, ambitions and life-stage. Inside and outside of work we make a real effort to get it right for our team, and these are some of the things that add to life in The Foundation

- Competitive salary
- Flexible hours
- Challenging and interesting work for big name clients
- Your voice in how the company works
- 30 paid holidays rising to 33 after 3 years (including statutory holidays)
- Westfield Health Corporate Cash Plan
- Employee Referral Scheme
- Contributory pension scheme incl. life insurance
- Training and development opportunities Company sponsored events
- Cycle to Work Scheme
- Free Car Parking
- Taking part in our thought leadership digital event series, #TTLPresents

### **Your Responsibilities**

By no means an exhaustive list, the below are what we consider important to this role, but you'll help to work with us to shape these based on your skills and those of the overall team:

- The ability to gain a thorough understanding of the strategy, motivation, desires, challenges and situation of each individual client
- Develop and maintain meaningful relationships with prospective and existing clients, delivering an experience that aligns to our values and delivers mutually beneficial results
- Identify business opportunities for our clients, based on industry trends, competitor positioning and an acute understanding of their businesses



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- Lead creative and dynamic insight workshops, that inform our creative briefs and are the basis of our strategic approach and recommendations
  - Develop compelling proposals based on briefs and tenders and deliver engaging pitches
  - Lead project delivery across multiple marketing channels including brand strategy, website and digital marketing
  - Develop successful Case Studies and Award Submissions, in partnership with clients, to evidence results based on agreed objectives
  - Working creatively alongside internal delivery teams in design, development and content creation to produce exceptional work
  - Act as a brand ambassador for the business in every engagement, creating new connections and opportunities
  - Immersion in our clients worlds and their industries to bring fresh thinking
  - Managing the Client Services Team to deliver and leading by example in everything you do

#### **Essential Criteria**

- 5 plus years in a marketing agency role, that evidences a thorough understanding of marketing across multiple disciplines including digital
- Experience of working with both B2B and B2C clients across a range of different industry sectors
- Up to date driving license

#### **Desirable Criteria**

- A proven track record in Business Development
- Marketing Communications related Degree

#### **What we'd like to see...**

If this sounds like it's for you, please get in touch by sending a tailored CV to [careers@wearethefoundation.co.uk](mailto:careers@wearethefoundation.co.uk) detailing your qualifications, experience and fit for this role.

On receipt of your application, we will forward a separate;

- **Person Specification Form to be completed outlining how you meet the essential and desirable criteria for the role. (This is a key part of the shortlisting process and a Curriculum Vitae will not be considered without this component completed).**
- **Equality Monitoring Form which must then be completed and returned before your application will be accepted.**

For shortlisting we will initially apply essential criteria to applications but reserve the right to apply the desired criteria if we have a high number of applicants.

We are an Equal Opportunity Employer.

#### **Please note**

Applications received after the closing date will not be accepted.