



Account Director - Maternity cover

Starting: 19th October 2020 (9 – 12 months with the potential for permanent role)

Bright is looking for an exceptional account director who wants to be at the sharp end of B2B marketing. A believer in agile ways of working and data driven decision making with a focus on delivering results that align to client's business goals.

We take an agile approach to solving business challenges through effective marketing. We're looking for a seasoned marketer able to synthesise complex technology and business solutions to articulate their value and drive engagement. There is nothing traditional about Bright, we have a strong commercial plan for growth and we're looking for a critical thinker to join our leadership team to help with our growth.

As world leaders in agile marketing we put the customer at the heart of our marketing efforts, always testing, learning and building on success to deliver results and business outcomes for our clients.

If you are an energised, commercially aware Director, we want to hear from you. Initially as maternity cover (9 – 12 months) with an opportunity to join Bright on a long-term basis as we hit our growth targets.

Key responsibilities

Client

- A strategic leader focused on the effective planning and delivery of work to meet client objectives
- Motivating the team to use agile marketing to deliver to the highest standards
- A great communicator able to establish close relationships with senior client stakeholders

Team

- Inspiring and leading by example, living and fostering the Bright culture
- Team empowerment through effective line management and mentoring
- Harvesting IP, expedite knowledge sharing and transferring skills across the teams

Business

- Responsible for utilisation and profitability within your portfolio
- Proactive account development meeting growth targets from your existing portfolio
- Strong networker able to build rapport and bring new contacts to Bright
- Working with sales and marketing drive new business and respond to RFP and pitches
- Supporting business growth through identifying new markets and areas for growth, process and productivity improvements, and team skills or capability building



Essential skills we're looking for:

- 8+ years' B2B marketing and communication experience in an agency or consultancy environment
- Tech, consulting and business services industry experience an advantage
- Strong and demonstrable project management skills – with experience of agile delivery
- Excellent communication and negotiation skills
- Confident at running workshops, presenting and facilitating events
- A love of experimentation and problem solving
- Data driven, highly numerate and tech savvy

Join the Bright team and benefit from:

- 25 days holiday
- Pension scheme
- Annual bonus scheme
- Annual Bright time off at Christmas
- Remote working
- The very latest systems and tools to collaborate remotely as a team and with clients
- Regular collaboration days, socials and team building

Bright are a high growth consultancy we value business skills that go beyond marketing capability – agility, pace, resilience, curiosity and insight driven – if that's what you have; we'd love to hear from you.