

Account Director (AD)

Job description

Our mission

To raise the bar in healthcare communications

Our vision

Virgo will be regarded as THE 'must have' healthcare communications consultancy partner

Our values



Division overview – Health Communications

WHO? We work with pharmaceutical and diagnostic companies, industry bodies, public and private health providers and patient organisations in the UK, US, for both regional and global campaigns.

WHAT? Supporting clients across the communications spectrum from brand launches to reimbursement milestones. Overcoming market access challenges, disease awareness and patient engagement campaigns. Corporate communications initiatives, reputation and issues management and internal employee engagement.

HOW? Our job is to truly engage real people. Unique and individual, each audience has its own agenda. What they have in common are human values, human transactions and human expectations, feelings, hopes and desires. This understanding informs what we do and how we do it: we unearth new insights and use innovative communication techniques to create appealing campaigns that change beliefs and behaviours.

WHY? We're passionate about helping people to make better decisions about health. Whether it's policy makers determining public health spending, clinicians choosing the best treatment or patients understanding their disease better, we want to make sure the human aspect is at the heart of every health communication.

Job overview

The account director is the key driver of client, business and team growth, with responsibility for leading and directing account teams on a day-to-day basis.

The Account Director will be seen as an ambassador for Virgo, building respect and support both internally and externally. They will be expected to have the ability to think 'big picture' in the development of long term strategic plans, to drive client business and further establish Virgo as a premier healthcare agency.

Core responsibilities and capabilities

Expert Hat



Communications

- Oversees day to day media relations activity, coaching team to deliver media plans including developing targeted media lists, effective selling in and piggy backing on media opportunities
- Cultivates and maintains their own strategic contacts with key journalists
- Provide strategic and tactical input into proposals for clients, often writing the entire tactical component of the programme
- Continue to give shape, coherence and direction to all written materials, ensuring they meet strategic needs and oversee quality control for all written materials
- Cultivate strategic working relationships with key external stakeholders including healthcare professionals, journalists and patient organisations and identify opportunities to work in partnerships
- Has a good understanding of the social media landscape and its integration within traditional communications programmes
- Confidently and effectively presents at new business pitches and in client meetings
- Oversees the development and roll out of issues management activities and response materials

Client Service

- Develops and maintain strong relationships with clients through appropriate regular contact and account direction
- Contribute to client communications strategy to ensure clients start to view Virgo as a strategic advisor, constructively negotiating where appropriate to ensure programme is effective as possible
- Recognise and seek out opportunities to build relationships with wider client team and generate organic growth opportunities

Industry Awareness

- Utilise understanding of the NHS and broader health environment, applying growing knowledge towards the implementation and development of client and new business programmes
- Build an in depth knowledge of the health industry, Virgo, and client environment
- Keep updated on new developments within PR and marketing including competitor activity
- Keep updated on the relevant regulatory codes and legislation (PAGB, MHRA and other regulatory bodies that impact on client business)

Manager Hat



Account Direction

- Lead the development of the strategic programmes, reviewing, amending and finalising programme activity and financial arrangements with the client
- Direct account team activity to ensure the most appropriate strategic approach and tactical programme of activity is developed and implemented to achieve client business objectives
- Oversee the financial status of accounts ensuring efficient and effective budgetary control
- Direct the team appropriately to address outside issues that may impact upon programme and client objectives day-to-day management and implementation of client campaigns/client teams, to drive the business forward
- Ensure appropriate resourcing of accounts, managing any under/over servicing appropriately

- Accurately input hours worked into timesheets on SAP
- Ensure an annual external strategic review of client accounts is executed and client action plans developed

People Management

- Clearly sets expectations, standards and manages team members to achieve their potential
- Creates a supportive learning culture, coaches and mentors others, knowing when to do which
- Recognises and celebrates success both individually and as team
- Assists with recruitment and induction of new team members
- Conducts regular appraisal/ performance reviews and ensure team has challenging and aspirational pdps
- Assists with talent management and team success planning

Business Management

- Demonstrate and understanding of the overall business strategy and translate this into day-to-day operations
- Assist with the development and delivery of an element of the divisional business plan
- Actively contribute and participate in divisional management team meetings
- Take an active role in Virgo Voice peer group meetings

Leader Hat

Leadership

- Clearly articulate ideas and plans to inspire the team and enlist their support to achieve the company and division goals
- Recognises the value each team member brings and develops the potential in others today and for the future
- Looks to build opportunities externally to raise Virgo's presence eg networking events, HCA and through editorial

New Business

- Proactively identifies new business opportunities, whilst also seeking out opportunities for organic growth with existing clients
- Assist with new business leads and the development of pitch documentation and presentations

Level of experience

Senior account management or account director experience within healthcare PR or consumer agency

Skills and qualifications

- Excellent people management skills and leadership skills
- Excellent verbal and written communication skills
- Excellent project and time management skills
- Ability to multi-task and work under pressure
- Ability to use own initiative
- Financial management skills
- Excellent negotiating and influencing skills
- Degree or of graduate calibre

Virgo behaviours

- Team player
- Passionate commitment
- Open communication
- Self-development
- Creatively curious
- Embracing change