



**Account Director, Integrated Marketing
Ogilvy Africa Group**

Reports to: Managing Partner **Department/division: Account Management**

Ogilvy&Mather- Company Overview

Ogilvy & Mather produces "big picture advertising for big picture clients". Whether it's a blockbuster TV ad, a witty radio commercial, a cutting-edge mobile app, award-winning print work or rich banners, or an integrated mix of two or more channels, we can create it.

Ogilvy & Mather believe passionately in exploring and innovating; in collaborating and sharing knowledge; in upholding respect and inclusion; in clarity and candour; and in holding ourselves accountable for everything we do. Ogilvy & Mather seek to bring out the inner greatness in brands, companies and people.

Ogilvy & Mather build and seek to transform our clients' brands and businesses through the most diverse, highest quality mix of multi-discipline marketing and creative communications services.

O&M has helped to build some of the most recognisable brands in the world, including Barclays Africa, Nestle, BAT, Coca-Cola and IBM. O&M combine big creative thoughts with the most advanced marketing technologies available, to deliver the best marketing ROIs in the industry. Our strategic brand transformation approach has sustained or revived brands in many categories.

Job Purpose – Summary

An Account Director provides leadership on their accounts across the Ogilvy Africa Group, inspiring the highest standards in all team members whilst directing the Agency's longer term relationship with the Client. As an Account Director you are responsible for developing strong and enduring Client relationships by acting as a partner in developing marketing strategy, adding value to the Client's business.

Key Responsibilities & Accountabilities

Knowledge Areas:

- Understands all aspects of the brand, from reading reports, visiting stores and talking to sales force to using and experiencing the product or service.
- Understands all of the dynamics operating in the market and the consumers relationship with the brand
- Understands challenges facing Client's business in the short to mid term and knows all aspects of competitive activity.
- In partnership with the Planning, applies innovative thinking to the development of insightful communication strategies and a longer term brand vision

This job description is a guide to the job and not intended to be exhaustive

- Be a sound judge of creative work, able to coherently argue the case for or against creative work based on the brief and factual accuracy, both internally and with the Client.
- Should have a good cross-discipline understanding, ie. an up-to-date grasp of planning and media tools, print and production techniques, and below-the-line communication channels including PR, Sales Promotion, Direct Marketing, Sponsorship and Interactive.

Task Areas:

- Be the Client's point of contact on strategic, creative and resource issues.
- Work with CEO , and Regional MD on Integrated Marketing Strategy across Africa
- Responsible for driving organic and new business growth for Ogilvy Group
- Provide sister company support as needed (i.e. Ogilvy One, OPR, Geometry Global, MEC) as appropriate to provide 360° solutions to the Client's business.
- Represents and merchandises the Client's business within the Agency.
- Works closely with Media Planner to produce inspiring and unusual media strategies that offer the most effective use of Clients media budget and provide a showcase for the agency's creative work
- Ensures the Agency allocates sufficient and appropriate resource to complete tasks effectively
- Oversees and provides support to the Account Manager so that all projects are completed to the highest standards, on brief, on budget and on time.

Talent Management & internal Relationships:

- Has positive and constructive relationship with other departments and offices across Africa and Globally and takes responsibility for these relationships.
- Demonstrating professionalism in dealing with members of their team, coaching and motivating them to deliver their best.
- Responsible for the team junior team member's career development, including the regular completion of performance appraisals, where appropriate.
- Forms strong and enduring relationships with all team members.
- Is honest, respectful and professional in dealing with members of their team, coaching and motivating them to deliver their best, taking responsibility for their career development including the regular completion of performance appraisals where appropriate

Client Management:

- Ultimately responsible for the smooth running of the account -operationally, creatively, financially - and is answerable on these points to client and to the Client Team Leader/Competency Head
- Builds strong and enduring relationships with clients, professionally and socially, giving them the confidence to buy brave ideas.
- Regularly seeks our ways to add value to the client/agency relationship (e.g. joint speaking appearances at conferences; effecting introductions to other competencies who are not part of the client team, agency presentations or broader industry issues).
- Has a deep understanding of the clients' business and of the key broader factors and trends shaping their markets and categories. Continually enhance knowledge of the client's brand, products and marketplace. Looks for opportunities to engage in broader business dialogue with clients.

- The client's first point of contact on all main strategic, creative and resource issues. Responsible for setting the strategic direction in conjunction with the key team members (planning, data, creative).
- Involves the Client Team Leader appropriately on all relevant issues; client satisfaction, status of business, financial forecasting and achievement of financial objectives, brand health, creative projects, timings etc.
- Ensures Client understands the creative development and production process, negotiating sufficient time and budget for the Agency to deliver its best work.
- Represents/merchandises the client's business within the agency.

Commercial Management:

- Contributes to good financial management of the business, improving profitability and maximising revenue, wherever possible.
- Monitors all billing procedures carried out, alerting management to any likely changes in billing or income and any potential write-offs etc.
- Is responsible for maximising the account's billings and/or income and for seeking out additional income opportunities
- Holds regular status meetings with Financial Controllers and Account Lead

Creative Management:

- Provides an overall vision and direction for the creative work and ensuring it is set in the correct business context
- Responsible for setting the creative context on the business: knowing what type of communication the brand needs, understanding what the client needs
- Is an excellent judge of creative work and assumes responsibility for the quality of creative ideas that are presented to the Client
- Gives serious consideration to the best way to sell creative work through the Client – and then does so with total conviction
- Takes overall responsibility for client approvals, ensuring that the client is managed effectively through the process
- Actively seeks to inspire creative team from the outset through innovative briefing techniques, providing an overall vision and direction for the creative work, ensuring it is set in the correct business context
- Ensure Creative teams remain motivated and enthused from the moment of briefing to the final stages of production

Professional, technical skills and previous experience required

Required Experience:

- Account handling experience working in an agency, in Account Management.
- Experience at AD level.
- Experience of introducing cross-channel thinking
- Experience of Global and Local clients.
- Previous line management experience of a team.
- Experience of preparing and delivering presentations / proposals of a strategic nature.
- Excellent oral and written presentation skills
- 7-10 Years of relevant experience

Desired Experience:

- Will have managed and run digital, retail, brand, and shopper marketing projects from strategy to implementation.
- Will have a good understanding of measurement techniques, and be able to use this knowledge to develop successful test and learn strategies.

This job description is a guide to the job and not intended to be exhaustive

- BTL & ATL experience is a must, the AD would also need to have a strong cross discipline understanding, including Digital Marketing, Trade, Consumer Engagement, Strategic Planning, etc. They will need to apply past experience to new areas of communication.

Required Behaviours:

- Passion for Advertising , Digital, and Social
- Exceptional client management and communication skills
- Fastidious organisational skills with a high attention to detail.
- Great communication skills, both written and verbal.
- Great project management skills.
- Proactive and able to self-motivate.
- Good team player.
- Clear thinking and flexible.

Required Attributes:

- Will need to have strong strategic thinking, possessing energy and creativity. Applying fresh thinking and new approaches to meet Client's expectations.
- Will need to develop and demonstrate real leadership qualities and an evident mastery of the full raft of account management skills.
- The AD's leadership role on their business should also contribute to the department in a positive manner: by setting an example of best-practise account management skills.
- The AD will need to be a strong team worker. Possessing great people management skills.
- Will have strong project management skills. With a strong strategic ability for scoping and planning projects.
- Identifying alternatives, options and new and different ways of looking at issues and problems. Must be cool under time pressures which occur in a retail environment.
- Is expected to build excellent relationships with clients - extending into social situations - and with all members of the agency team for whom they are responsible.
- Clear evidence of business development skills and negotiation skills.
- Strong written and presentation skills.
- Must have work Visa and available to travel Globally

Ogilvy Habits

Ogilvy Habits represent the behaviours that are at the core of our business and how we want to be. Every employee is expected to bring them to life in their everyday work.

- **Courage:** Shows bravery in making decisions, and stands by values and beliefs.
- **Idealism:** Strives for achievements; dares to raise our sights and blaze new trails.
- **Curiosity:** Has a desire to know more, and is open to all possibilities.
- **Playfulness:** Has fun and knows when not to take him or herself too seriously.
- **Candour:** Encourages openness and honesty with colleagues and with clients.
- **Intuition:** Trusting and listening to our unconscious or “inner guru”, to find unique solutions.
- **Free-spiritedness:** Permission to practice magic, encourage and promote flexibility.
- **Persistence:** Shows determination to achieve the right results