

## ACCOUNT DIRECTOR

Flint Culture is an award-winning communications consultancy that specialises in the cultural and creative industries. We deliver campaigns worldwide through offices in the UK and Middle East, supported by an international network of regional associates. Our work is driven by specialist expertise, regional insights and a belief in the value of culture.

We seek an Account Director with a passion for the arts and enthusiasm for all things cultural. You will lead the delivery of a portfolio of accounts, ensuring that campaigns are delivered with exceptional service. You will also work collaboratively with the senior team to contribute toward business development in the London office.

Our ideal candidate will have experience managing multiple clients and delivering brilliant campaign results with strong communication and relationship management skills. You will have access to a strong media network, having already established contacts in the press within the UK and internationally. We are looking for a team player who is highly organised and motivated, with a proven track record when it comes to training, guiding and motivating a team made up of managers and executives.

The role is instrumental to Flint Culture and will help to drive campaigns across the cultural and creative industries, including contemporary art, heritage, performing arts, literature, and design and architecture. Current clients include: The Bodleian Libraries, Manchester Museum, The Auckland Project, The Folio Society, The Sheikh Zayed Book Award, and London Art Fair.

### **Main Duties & Responsibilities**

#### *Campaign management*

- Planning and implementing strategic communications campaigns for clients, including media relations, digital strategy and stakeholder engagement
- Maintain strong client relationships, ensuring efficient and regular client liaison
- Oversee the creation and editing of campaign collateral including communications plans, press releases and media lists
- Develop and maintain strong working relationships with UK and international media
- Make recommendations to clients regarding their digital activity and online presence, including website copy, social media content, influencer engagement, digital marketing etc.
- Manage partner and stakeholder relationships
- Direct client events e.g. private views, photocalls and run on-site press offices
- Deliver national and international press trips
- Manage campaign contracting and budgets

### *Team management*

- Manage multi-person teams across each project, ensuring effective delegation and sharing of responsibilities
- Establish best practice, working with the Account Manager cohort to implement the most efficient processes across the agency
- Act as the key point of liaison between the Account Manager team and Senior Leadership team
- Line manage junior members of staff with support in the form of professional training

### *New business development*

- Develop and maintain senior-level relationships with industry influencers, creating networks across the creative industries
- Contribute to new business activity, including:
  - Identifying and developing new business opportunities through networking and research
  - Directing the creation of compelling new business proposals
  - Participating in client pitches and presentations
- Develop expertise allowing the agency to deliver additional specialist services through internal training or cultivation of external contacts

### **Skills and Experience**

- Prior experience in a communications role, ideally within the creative industries or relevant PR agency. Please note we encourage applications from communications professionals working outside of the culture sector but with a passion for arts and culture
- Demonstrable experience in client and team leadership
- Ability to develop and implement measurable and ambitious press campaigns, integrating digital and social media strategy
- Experience in working with and influencing national and international, consumer and specialist print and broadcast journalists to achieve positive media coverage
- Experience in working with external stakeholders and partners, e.g. sponsors, exhibitors and project partners
- Experience in using media monitoring and media databases
- Superb written and verbal communication skills with strong copywriting and editing skills
- Excellent organisation and time management, with the ability to work under pressure, meet deadlines and multitask within a busy environment
- Determined, proactive, and works well under pressure in a fast-paced environment
- Flexible approach to work with the ability to attend evening and weekend events where necessary
- Any foreign language capability would be of interest

## **Key information**

**Anticipated start:** As soon as possible

**Working Hours:** Full time (37.5 hours per week). As part of Flint Culture's commitment to work-life balance, we operate a flexi-time policy. Core time is between 10:30 and 16:30, whilst the rest of the working day is flexible

**Location:** 3:2 hybrid working environment. Monday–Wednesday (Office based in Farringdon, London). Thursdays and Fridays (the option to work from home).

**Holidays:** 25 days per annum. Flint Culture usually closes between Christmas and New Year and employees will receive an additional 3 days off.

**Pension:** Flint Culture offers a workplace pension plan with Royal London currently with 5% employee and 3% employer contributions after passing a 3-month probation period

### **Benefits (post probation):**

- ClassPass membership
- 1 charity day per annum
- Enhanced Maternity, Adoption and Shared Parental Leave Policy
- Arts and culture events and activities budget – to the value of £150 per annum
- External training budget / internal training – to the value of £200 per annum
- PRCA individual corporate membership
- Museums Association corporate membership