

# *ACCOUNT DIRECTOR*

**Reports to: Commercial Director**  
**Job type: Full-time Role**  
**Salary: Dependent on Experience**

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## **The Company:**

Eyeful Presentations has built an enviable reputation as a world leader in business presentations. Through continued imagination and innovation, we help customers across the globe get the very best from their presentations.

We do this by providing support and guidance with story & structure, developing impactful and engaging visuals that resonate with audiences, and training & coaching those in the 'hot seat' to help drive better results.

All of this means that Eyeful is an established niche business that gets to work with the world's most iconic and exciting brands every day.

**Think of a big B2B brand, and there's a good chance we've supported them at one time or another.**

As a result of our continued growth and sustained success we are on the hunt for an Account Director who possesses the business intellect, motivation and problem-solving skills to engage, challenge and deliver results for our customers.

## **The Role:**

The focus of the Account Director is to develop and strengthen strategic relationships across a portfolio of existing key accounts, becoming a link between our customers' business strategy and Eyeful's services and capabilities.


The Account Director will be directly responsible for the development of overarching account strategies and direction, as well as the day-to-day execution of activities to ensure the commercial success of our clients and YOY growth of the portfolio.

This role entails building upon solid foundations to create deep and trusted relationships at a senior level while continuing to seek out new opportunities and revenue streams to drive future growth.

## **The Day-To-Day:**

- Main point of contact for senior customer engagements and strategic projects
- Using sales skills and knowledge of Eyeful's IP & offering to develop creative solutions for our customers
- Collaborating with Project and Creative Leads to co-ordinate resources and ensure the successful delivery of customer projects
- Fostering long-term relationships with senior stakeholders to build account revenue and drive profitable growth
- Developing and maintaining a deep understanding of our clients' business, products & services, whilst also keeping pace with market & industry trends – proactive research is paramount
- Being a figurehead within your team (or Hub) and working with other senior members to establish customer-specific goals & objectives for the team to follow
- Developing and maintaining a contact plan for customer interactions to manage the progress of opportunities and ensure account retention
- Building and maintaining a healthy pipeline of opportunities with regular reporting to the Commercial Director
- Planning, owning and reporting on ABM campaigns to promote the expansion of Eyeful's footprint within your named accounts
- Engaging & inspiring internal stakeholders to help them achieve the best results

## **Benefits:**

- Competitive salary, bonus structure & holiday allowance
  - Hybrid working environment – on the road, at home or a desk at Eyeful's Presentation Campus
  - Speaking and writing opportunities at industry events and publications
  - Ongoing professional development through mentoring, on-the-job training & access to external resources
  - Entrepreneurial culture that embraces new ideas and encourages our people to contribute to the continued growth and development of the business
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## Skills Required:

This role demands the skills, awareness & commitment of a well-rounded business professional. The Account Director role is not a 9-5 job – this is about proactively owning and influencing some of the most important customer relationships in our business.

The skills and experience needed to meet these high expectations are likely to include:

- A proven track record of managing and growing enterprise-level relationships
- The ability to proactively plan and strategise at a senior level – with customers and with the Eyeful Leadership Team
- Demonstratable knowledge of what's happening in the world of business today and the ability to use this understanding to engage and support customers and colleagues
- Commercially astute – you'll need to wrangle with some pretty complex information across a range of sectors so you'll need to be business savvy and quick on your feet
- Excellent written and verbal communication skills, along with an eye for detail – ours is a business that prides itself on getting it right first time, every time
- An advocate for diversity & inclusion – helping to promote an environment where people with different backgrounds and experiences can thrive
- You'll ideally have direct experience from an agency or professional services role...but impress us and we're happy to chat

To learn more and start a conversation about the role,  
contact **Luke Riordan, Commercial Director**, at  
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