

## JOB DESCRIPTION:

### B2B / Place PR Account Director

Active Profile is a communications agency that grows businesses and brands. We've helped countless clients become bigger and better, using the right mix of marketing and PR to help them reach their goals. We specialise in place and innovation and tech, and we really know our stuff, so our strategies and stories hit home with the people that matter.

Where do you come in? As a senior member of the team, you will contribute to the growth strategy of the agency by developing and delivering new business opportunities. As part of the place PR team, you will be bursting with ideas and have a real talent for leading the team to deliver the best results for our clients in this space.

You will be a confident professional who loves to advise on all things PR and comms, for a diverse range of property organisations; from advisors, developers and architects, to place makers, collaborators and big thinkers!

You will have ultimate responsibility for quality and performance of the place team's delivery of contracts, whilst taking an active role in the growth forecast of the business.

We're a small team doing big things and now is an exciting time to join us. Life at Active Profile is fast-paced so you will need to be on the ball from the get-go, developing ideas and throwing all of your efforts into every task. You will report to the director/place lead and manage our team of place professionals.

The role is based across our Liverpool and Manchester offices.

## ROLE RESPONSIBILITIES

### Client service delivery (60%)

- Lead client service delivery across PR, media relations, event management and marketing services
- Day-to-day management of place delivery team
- Results generated in line with client objectives and agreed contract budgets
- Ensuring quality of client outputs
- Sector industry knowledge and media relationships
- Client / contract profitability including renewals and upselling opportunities

### Team performance (20%)

- Manage implementation of AP processes for delivery of client accounts
- Appraisals with team members and PDP planning (with support from the director/place lead)
- Team capacity planning
- Proactively identifying process improvements.

### Business development (20%)

- Taking a senior role in pitching and proposals process
- Ideas generation and scoping
- Key account management
- Ownership and delivery of place growth plan with support from the director/place lead
- Networking at industry events and proactive opportunity scouting

PR | Marketing | Digital

Liverpool Office

Manchester Office

London Office

Contact

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## ROLE ATTRIBUTES

### Excellence and business acumen

- Financial goal orientated
- Problem solving and solutions orientated
- Deadline driven
- Excellent planning and project management skills
- Strong communication skills and the ability to motivate a team and inspire clients
- Confidentiality and integrity
- Good judgment
- Ability to handle stress and pressure
- Time management skills
- Accuracy and attention to detail
- Confidence to present and explain ideas to clients and team

### Growth

- Commitment to self-improvement and developing others
- An interest in business growth, continuously up-skilling and learning

### Work smart

- Ability to delegate
- Excellent influential and interpersonal skills with people at all levels, internally and externally.
- Team player who works in a collaborative and cooperative manner with colleagues and external partners

### Fun

- Contribute towards making Active Profile fun and a great place to work

### Key performance indicators

KPIs to be used throughout the year informing decisions and measuring performance will include...

- Client satisfaction levels
- Contract and project profitability/ meets budget set
- Efficient use of teams
- Team motivation and development
- New business generated

### Review process for this role

- Probation and annual appraisals with the director/place lead
- Monthly 121s with the director/place lead
- 360 team feedback will be shared at formal review meetings.

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