

# TRUFFLE

## S O C I A L

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### **The truly creative, slightly obsessive, naturally sociable social media agency... ...is looking for a new **Account Director** to join the fold**

Truffle Social is looking for an ambitious Account Director to join its social media-obsessed team. As a small, vibrant agency (with a huge personality) that specialises in everything social media related, this is a very exciting opportunity to step up, develop your career and show the team what you're made of.

As an Account Director, your responsibilities will include the overall leadership of account managers and internal teams to plan and execute our monthly content plans, community management and wider social campaigns. As the senior point of contact the Director is required to build strategic operational plans, balance the expectations of clients, and proactively identify business opportunities.

This role requires strong management experience and natural leadership and motivational qualities, with knowledge of growing businesses and large customer accounts. There is also a definite need for creative talent - in terms of ideation and / or content creation itself. This will include content planning and creation as well as moderation and reporting processes. Responsibilities for this job role includes the following;

- To oversee and lead the Client Services and Strategy teams as they manage and grow existing client accounts
- Managing a team of account managers and overseeing their day to day management. Mentoring and developing your team and directing them in finding creative solutions to both client and internal challenges, foster knowledge-sharing across all disciplines internally to ensure collaborative and informed work
- Developing a comprehensive training plan for the account management team
- Building relationships with key personnel within customer accounts. Proactively identifying customer needs and business opportunities
- Creating an account strategy to drive sales across the business. Strategic point of contact for senior clients and establish strong relationships
- Producing proposals and presentations for customers to land new accounts
- Setting and monitoring KPIs for the account management team. Tracking and reporting using Sprout Social, Audiense, Google Analytics and other measurement tools to provide reports on metrics, and continually find ways to improve on those metrics through testing new approaches and formats
- Perform senior-level client negotiation and management skills, with clear and substantive speaking, writing and presentation skills
- Meeting with senior management for business planning
- To obtain client feedback and drive increases in client satisfaction and engagement
- Monitoring client satisfaction post sale and ensuring a high level of customer service internally
- Generating ideas for new revenue generation within large customers
- The meeting of senior management to approve and outline business strategy

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Please send your CV, a cover letter and some examples of your social media results (*previous client case studies if possible*) to [jobs@trufflesocial.com](mailto:jobs@trufflesocial.com). You'll be joining a very fab team. We look forward to meeting you!