

Digital Account Director

The agency

Addition is the digital product studio within London-based agency WPN Chameleon, launched in October 2015 in response to growing demand from clients for tightly-focused digital products designed to reach specific audiences. Working mainly for large charities and not-for-profit organisations such as Macmillan, British Heart Foundation, Royal British Legion and Médecins Sans Frontières, we use modern digital design techniques to help our clients get to market faster and with the best possible product. We also host and support many existing websites and online fundraising solutions.

Our culture

With an overall team of 50 of which there are 20 in the digital team, the working environment here is friendly and very supportive. We work hard to ensure the quality of work is high and that we are bring value to our clients so they can demonstrate ROI to their supporters.

The role

Your primary role as Digital Account Director will be growing income from both existing clients and helping us win new clients. This includes responsibilities to:

- Develop long lasting relationships with clients and identify key opportunities for organic business development
- Working with support from the senior digital team on new opportunities
- Create proposals and pitches to win new clients
- Help identify new opportunities based on our client work portfolio
- Grow income from prospects – both inbound and outbound
- Take accountability for account revenue targets
- Provide advice and support to improve and grow your clients' online business
- Work with internal teams, especially project managers
- Ensure our clients are delighted



Personal attributes

- Previous experience working in a digital web design & build team or agency
- Proven track record in developing strong relationships, growing income from clients & converting prospects into clients
- Proven experience of presenting pitches and writing proposals that have won new business
- A natural multi-tasker with previous experience working across multiple accounts at the same time
- Excellent organisational, collaboration and communication skills
- Great knowledge & passion for of web technologies, digital trends and solutions
- Charity sector experience a benefit
- Entrepreneurial spirit
- Highly numerate and excellent written communication skills
- Negotiation skills
- Eye for detail

Benefits

- Competitive Salary
- 22 days holiday rising to 27 after first year (plus public holidays)
- Duvet days, Life insurance
- Discounted Private healthcare, Flu jabs, annual eye tests
- Discounted computer purchases, Childcare vouchers scheme, Cycle scheme

Please send an email with your CV and covering letter to
hireme@wpnchameleon.co.uk

