

## Job description

# ACCOUNT DIRECTOR



### The job in a line

Own some of our biggest accounts, drive organic growth and help us win work with some of the biggest brands in the country.

### Who we are

Hype Collective is a student marketing agency. We work with clients such as Co-op, Adobe, Lovehoney and Deliveroo to deliver campaigns that engage students on campus or on social.

We pride ourselves in working closely with the audience we market towards. Every year we work directly with 1,000+ students either as brand ambassadors, student influencers, partnering with their societies or conducting research. Every campaign we run creates an opportunity for young people to be involved, earn, and learn.

Our key services include influencer, experiential, research, and content production.

### What you'll do

Because our speciality is our audience - not a specific channel - you'll work on a wide range of campaigns. We think it is important that the person who comes into this role sees variety as a positive thing.

A (non-exhaustive) list of your responsibilities include:

- Setting strategy for clients, then communicating it to them and implementing it.
- Directly managing one or more Account Managers (who'll in turn manage Account Executives).
- Taking full responsibility for smaller pitches or contributing to larger opportunities.
- Sourcing the best suppliers in the market, briefing them and ensuring we have good relationships with them.

### What are we looking for?

- We don't expect you to be an expert in all channels - we're looking for someone with an expertise in events, influencer or content production (with an interest in the others).
- Proven track record of excellent client handling skills, evidenced by retaining and growing accounts.

### What does the ideal candidate look like?

- **Agency experience:** Someone with 5+ years' experience working for an events, influencer, PR or content agency.
- **Client relations:** Someone who makes it their business to make clients love us.
- **Organisation skills:** Someone who is at home working in a busy environment, and is usually the most organised person in the room.

### Other important info

Like everyone, we are more remote than we were 18 months ago. As a default we work 2 days per week in the office in London Bridge.

### Senior Account Director vs Account Director

We are open to either role. We expect a Senior Account Director to have 2+ years' experience at a comparable agency at Account Director level or above.

**Salary:** £40-45k Account Director,  
£45-50k Senior Account Director

**HYPE**  
COLLECTIVE