

Job Title: Relationship Director
Department: Sales / Client Services
Reports to: Director of Client Services
Salary: 40 – 45k base with possible OTE of 100k

The Company:

Panovus is a growing marketing agency that offers a new approach to solving complex marketing challenges using a mix of branding & creative, demand generation, data & insight and programme management. We help our clients to create, renew, and communicate their brand through an integrated approach to marketing communications. We are looking for an outgoing dynamic Relationship Director with proven account handling and revenue generating skills. Knowledge of the technology sector is a distinct advantage.

The Role:

As the main point of contact for one of our established global technology clients, the Relationship Director is responsible for maintaining billable revenues and ensuring the client receives the best possible service to meet and exceed the expectations placed upon a Marketing Services Agency such as Panovus.

The successful candidate will be responsible for proactively recognising growth potential within their client as well as exploring wider opportunities in the broader ecosystem of channel partners. Key requirements would be to recommend effective ways forward for the client to ensure a continued successful long-term, profitable relationship and good solid business growth year on year.

Key Duties:

- Retain and grow billable revenues for Panovus through proactive relationship building with senior sales and marketing contacts within assigned clients
Including:
 - The overall relationship management of existing clients
 - Identifying new revenue opportunities and closing the sale
 - Winning renewals for existing contracts
- Development of strategic account plans to ensure that we maximize the potential from each client for the full set of Panovus Marketing solutions
- Taking ultimate responsibility for the quality, accuracy, and timeliness of all client services, ensuring that:
 - Client expectations are managed appropriately
 - Clients view their relationships with Panovus as high value
- To take a proactive consultative trusted relationship approach to understanding client challenges and changing these into opportunities for Panovus
- Work hand in hand with the Delivery / Program management team to ensure that:
 - the marketing program objectives are understood and represented correctly
 - feedback is sought from and provided to the client on an ongoing basis
- Revenue forecasting is accurate and sales pipeline remains strong
- Provide feedback to the Director of Client Services to help develop corporate strategy and assist with the development/growth of the business
- Work with Panovus divisional heads to identify revenue opportunity and deliver margin rich programs that include the following marketing solutions: Creative, Digital, Demand Generation, Branding and Data

Key Skills:

- Excellent proven Relationship management skills within a marketing agency environment
- Demonstrable sales skills and target driven
- Good negotiation skills
- The ability to pro-actively challenge the client's perceptions or expectations, and present a solid business case/rational for an alternative option
- Clear professional communication / formal presentation skills to senior client contacts
- Strong personal management skills with the capability to prioritise, multitask and work to deadlines, whilst maintaining the highest levels of accuracy in all work produced
- The ability to demonstrate a proactive, consultative approach to client management
- Excellent written and oral English communication skills
- Self motivated and results driven with a proactive approach to problem resolution



marketing solutions that really work

Measurements of success:

- To be able to identify and retain in excess of £1 million annual billable revenue
- To generate an average margin per program of greater than 25%
- To achieve a +/- 5% accuracy rate on monthly sales forecasting

The Person:

You will have great client relationship management skills, preferably degree educated or other professional marketing qualification (e.g. IDM, CIM), with a minimum of 5 years experience in managing B2B marketing programs (agency or client side). You will be able to articulately demonstrate the ability to run client relationships at a senior level and also have a working knowledge of the technology industry; how IT Solution/Service providers go to market

If you are looking for a challenging career, to make a move and make a difference within a growing agency, and join us on our journey, please send a covering letter along with your CV.

Panovus is an Equal Opportunities Employer.