



Account Director

LET US INTRODUCE OURSELVES..

Based in London but with a presence in Los Angeles, ICHI is a creative agency that produces standout marketing campaigns for some of the world's biggest, most loved brands. From big ideas to brand-defining creative, we make work that works.

Over here at ICHI HQ, we believe strongly in the potency of strategically formed ideas. Great creative is always focused, feels effortless, and doesn't happen by accident. Regardless of project size, our natural approach is to reach for the big idea; the one constant that runs through everything we create. A core team of invested individuals, working from pitch to completion, drives our success.

We aim high, dig deep and don't hold back: this is fundamental to our culture and has led to award winning work and lasting client relationships.

TO GIVE YOU A FLAVOUR

The role of Account Director is key in supporting the Sales/Client Services Department to lead and grow business opportunities within one of our key gaming clients.

As part of the ICHI team, you will have full accountability to lead this account, and will manage global campaigns which support the strategic vision, and build on stakeholder relationships to assist account growth and development.

You will be based in the UK along with the creative and production teams, although you'll be working with a global client so strong communication and workflow is central to delivering a seamless service for the client whilst also maximising new opportunities.

You will become the go to for all client-centric knowledge and processes, identifying upsell opportunities, working on areas for improvement and celebrating successes

With the ICHI company model being highly collaborative and teamwork-driven, you will work across all teams including strategy, copy, digital, social, motion and production and you will need to demonstrate an understanding within each of these areas.



THE NUTS AND BOLTS

- Drive commercial growth of all repeat business thereby supporting company revenue targets
- Building strong client relationships at the highest level, being a trusted voice
- Confidently present to stakeholders, both on screen and face to face
- Provide insights and guidance to the Production team (permanent and freelance) to ensure we're communicating efficiently, confidently and what we are saying is informed (by completing the research needed) with our clients
- Develop a keen eye for detail throughout all areas of work and when providing quality assurance for client-facing assets
- Work with New Business and Operations to strategically plan and lead ICHI brand Marketing / PR including award submissions, website updates, social media posts, editorial communications etc...
- Collaborate with creative and other internal teams on ICHI brand messaging strategy and tactics
- Attend audio record sessions or photo/video shoots where appropriate
- Always looking for more opportunities to talk to and meet the clients
- Work with Production to make sure all projects adhere to the agreed workflow with the client and help educate the client on the ICHI process before issues arise
- Build and maintain a network of relevant contacts/potential clients and share with New Business
- Assist in the proposal process for repeat business pitches, including writing portions of the proposal, pricing or review of the proposal
- Constantly analyse information in order to identify potential issues and opportunities
- Project managing all documentation required for a pitch - creds/schedules/budgets and liaising with 3rd parties on joint pitches
- Attend client briefing meetings to collate notes and ensure the team are fully briefed on the pitch requirements
- Review all pitch decks to ensure they answer the client brief and provide feedback to the creative team on areas for improvement (if required)
- Project manage pitch client comms - organising client calls, collating feedback, formulating briefs/reqs
- Foster a productive and empowering working environment

WHAT DO WE NEED

- 5+ years of working in an agency environment in an client services/account management role
- Proven experience and successes working within gaming entertainment / youth brands



- Excellent communication skills (both spoken and written)
- Knowledge of Office suite/ general computer efficiency
- Working knowledge of Adobe Creative suite is a bonus but not a requirement

WHAT DO YOU GET

- Competitive salary (with perks) based-on-experience
- Company pension scheme
- Healthcare
- Income Protection Cover
- Life Assurance
- Employee Assistance Programme (EAP)
- Team social events
- Summer hours
- Training
- Friendly working environment
- And much, much more.

SUBMISSION

- 1st Round - email submission to jobs@ichi-worldwide.com
- 2nd Round - video call with Client Services Director
- 3rd Round - video call with Client Services Director and other member of Client Services Team
- 4th Round - face-to-face Client Services Director, ECD, Head of Production and Studio Head