

Client Director

Flexible role, reporting to the Associate Director or Managing Director.

The Role

The core purpose of this role is to assist with client and team management, enhancing the effectiveness and quality of our work, embedding our culture and values into everything we do, and establishing your recognised expert status in the sectors we serve.

You will continue to manage your own clients but will also be managing and supervising the work of other colleagues. You'll be generating new ideas, new contacts, new insights and new campaigns.

You'll have a strong track record of account management and will be honing your skills in people management and new business development in PR and communications. This role increases your management responsibility, autonomy and variety of experience. You will already have started to build your personal profile as an expert in built environment PR and communications.

Salary

Starting from £50,000

What matters most in this role:

- Quality of people management skills
- Quality of account management and strength of client relationships
- Quality of industry understanding, contacts and insights
- Quality of critical thinking and proactive, strategic advice to clients
- Quality of writing and content creation

Key responsibilities of a client director

Strategic advice and planning

We are known for the strength of our strategic advice.

You are responsible for providing proactive, intelligent, strategic counsel to clients, based on a very good understanding of their purpose, markets and target audiences, business issues and priority communications channels.

You will be developing communication strategies based on your industry insight and experience, including setting challenging SMART objectives and KPIs, and working with client teams to deliver that strategy.

You will also be carrying out regular PESTLE analysis for your clients to ensure client teams are as prepared as possible for upcoming opportunities and potential risks, so that you can advise clients accordingly, adapting strategy when necessary.

Project, people and account management

We support you in developing true business expertise. You are responsible for managing client accounts and projects very efficiently and proactively, growing the value and strength of those accounts and winning awards for your clients.

You also assist, coach, manage and supervise other colleagues in doing the same. You are responsible for the performance appraisals and management of others.

Key responsibilities of a client director

Contribution to LMC growth and leadership

We are growing and developing fast. You share responsibility with all team members for excellent customer service, running the business as efficiently and sustainably as possible, contributing to our marketing, networking and new business development.

You will generate referrals, price campaigns, lead pitches and win work from new and existing clients.

You will deliver at least one of LMC's high value services and be proficient in upselling others to existing clients.

You will be responsible for leading on and progressing specific business-focused projects.

You will line manage more junior members of the team, conducting their Elevators and supporting their growth and development at LMC.

As you progress in your role and establish yourself within LMC, there is an opportunity to eventually progress to the Senior Leadership Team. This will be based on your performance and your contribution to driving positive client relationships, developing the team and growing the agency.

Increasing expert status

We invest significantly in training and personal development. You are responsible for continually increasing your technical skills, business and industry knowledge, contacts and insights, and sharing that knowledge with clients and within LMC.

You will share your skills, knowledge and experience with the wider LMC team, training and supporting them on your areas of specialism.

You will also be working towards Chartered Status with the CIPR (or equivalent).

Key responsibilities of a client director

Relationship building

LMC is known for its connections across the construction sector. You will be responsible for developing your own network of contacts of people within the built environment and property sectors, journalists, content creators, influencers and suppliers.

In your role, you will have an established network of people that you are actively engaging with in-person, via social media, and on behalf of clients.

Campaign design, implementation and evaluation

We help our clients achieve their purpose. You are responsible for making that happen by planning, implementing and evaluating high-impact PR and communications campaigns.

You will be frequently integrating digital marketing, social media, PR, content marketing, events and other activities to achieve measurable outcomes that meet clients' business objectives.

You will be leading campaign creation and overseeing the client team to ensure campaigns are delivered to the highest possible standard. You will be challenging client briefs where necessary to ensure that individual campaigns support the client's overarching comms strategy and help them to achieve the desired outcomes.

Monitoring and evaluation

You will carry out PR, social media and other digital monitoring and analysis, creating evaluation reports and measuring the impact of your work for purpose-driven clients.

You will work with your client teams to establish SMART objectives and KPIs, and regularly report back to your clients on progress.

Key responsibilities of a client director

Content creation

We pride ourselves on the quality of our writing and creative content.

You are responsible for writing, placing and commissioning a wide range of high-quality PR content - including press releases, OpEds and feature articles - case studies, website content, e-books, videos, speeches and scripts, social media posts, newsletters etc.

You will cast a critical eye over all content that is produced, checking the tiniest details to ensure that the work of client teams and freelancers meets LMC's high-quality standards, and has been produced in line with the wider communications strategy.

Wider industry contribution

You will be involved in a relevant construction-related group, either holding a significant role or being involved with a wider project/piece of work.

Involvement in wider industry or comms groups is important to your network building. As a client director, we would like you to be involved in a voluntary role within a relevant industry group.

Skills & competencies to excel in this role

Qualifications / experience

- An undergraduate degree or equivalent qualification.
- Significant prior experience of working in a relevant role, ideally in a B2B PR agency, press office or fast-paced media environment.
- Membership of the CIPR, PRCA or CIM, and proven track record of CPD.
- Either working towards, or have achieved, CIPR Chartership status.

Knowledge

- Understanding of the structure, politics and issues within architecture, building, construction, property and the built environment.
- Passionate about great PR, digital marketing, SEO and social media, including the ethical issues, best practice and innovations in these disciplines.

Essential technical skills and experience

- Strong writing skills, including a love of words and creative flair.
- Use of PR, social media and digital tools.
- Presentation and meeting management skills.

Essential commercial skills and experience

- People management, coaching and mentoring.
- Clear critical thinking, strategic planning and evaluation.
- Project and budget planning and management.
- New business development.
- Key account management and achieving organic growth.

All applicants must have the right to work in the UK. Full UK driving licence and own method of transport are essential due to our office location.

About LMC

LMC is an award-winning, independent PR and communications consultancy working with the most exciting change-makers, innovators and purpose-led organisations in property, construction and the built environment.

We are always looking for ambitious and dedicated individuals to join our team. You will be provided with specialist coaching and guidance to further enhance your professional growth and preferred areas of technical expertise.

Some of our benefits include personalised training, paid professional memberships, support for non-executive development, flexible working, a wide range of health and wellbeing and sustainable lifestyle benefits, parental and family leave etc.

LMC is committed to diversity, equity and inclusion and actively welcomes applications from underrepresented groups. We are happy to make reasonable adjustments throughout recruitment and employment.

To apply, please send your CV and a covering letter to careers@lizmale.co.uk explaining why you're suited for the role at LMC. Please state in the subject line which role you are applying for.