

# Corporate PR Account Director

**Location** 101 Wood Lane, Television Centre  
**Contract** FTC  
**Hours** 5 days per week-Hybrid  
**Reporting into** Managing Partner  
**Available** ASAP

<b>The role in a nutshell</b>	Our mission is to be the most progressive networked agency in the market, a home to fresh and diverse talent. We're looking for a brilliant Account Director to join us on this journey
<b>What you require from us</b>	<p>Over the coming paragraphs you'll read a lot about the capabilities needed from candidates on this role. Sorry, job specs can be a bit like that.</p> <p>More importantly, we want to hear what you expect of us. What values and ambitions do we need to match up to for you, so you choose to join? Why? Because the happiest jobs are balanced for everyone. If we can match your ambitions, the agency's will naturally follow.</p>

<b>A bit about MSL</b> <p>Our goal is to become the most progressive agency in the UK</p> <p><b>How?</b> Through our new positioning: We Build Belief. We're a connected communications agency helping clients Build Belief in a values-based world. We help brands connect the key Belief drivers of PR, Sustainability, Employer Brand, Attraction and Engagement. MSL is part of the Publicis Groupe.</p>	<b>Values to Believe in</b> <p><b>Do.It</b> – Do is our super power! We embrace bravery of thinking and of action. We all have permission to do.</p> <p><b>Feel.Belonging</b> – All are welcome. We're generous with our time and understanding. We are connected and we care.</p> <p><b>Think.Independently</b> – Curiosity drives us. We ask why (often more than once) and we dream of career defining experiences.</p>	<b>Our Philosophy</b> <p>We help our clients to build people powered businesses that employees believe in.</p>
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## Key Skills & Responsibilities

- You will be responsible for providing a strong vision and leadership for the accounts team alongside the senior team, working alongside your Managing Partner to deliver results
- Have an opinion on the latest trends and able to guide our clients, the team and the wider agency as a thought leader
- Working on and responsible for key corporate client accounts, leading each account team and leveraging the specialists across MSL and the Groupe to solve our client's toughest challenges
- Have good experience and exposure to key corporate issues, especially ESG and wider corporate reputation remit
- Support the Associate Director and share strategic dialogue with clients to influence the quality of the briefs we get from the client
- Identify, plan and help develop revenue opportunities to grow your clients
- Develop and run campaigns with fresh ideas that will challenge our clients & ourselves to deliver bold creative thinking
- Contribute to the development of new business opportunities by leading pitches
- Work with senior team members to ensure a sustainable and profitable team structure across all client accounts
- Ensure the team structure creates an environment for ongoing learning & development
- Champion client team activity, individuals' success and reward and recognise great work

## Attributes & Qualities

- Extensive and mixed experience communications – experience of corporate storytelling is a bonus
- Experience managing a team and a portfolio of clients
- Confident in sharing your views and passionate, you'll be a team player and able to listen and take on board the views of others.
- Organised, making positive things happen to help maintain and build the press office on your key accounts but help the team to do the same
- Inventive and creative – coming up with new ideas and not relying on the creative department – and inspiring the junior team to think creatively
- A natural problem solver – someone who run towards the fire, rather than away from it
- Excellent presenter, with a proven track record of pitching and winning new business