

JOB DESCRIPTION

ROLE: CLIENT DIRECTOR

LOCATION: DUBLIN



ABOUT US_

At Talon, our purpose is to be the independent agency of choice providing a pioneering global platform for brands to connect with audiences in the outside world. We want to reimagine the industry to deliver greater value for our clients whilst inspiring people and caring for our planet. We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry – changing perceptions of it as a legacy medium to one that is highly effective, creative, sustainable, and measurable for our clients.

In our first 10 years, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 300 people located in key cities across the globe. In that time, we have been awarded for our approach to our people, our clients and our industry and want to continue and expand upon these successes.

OUR VALUES AND HOW WE WORK TOGETHER_

WE ARE BOLD_	WE ARE HUMAN_	WE ARE SMART_
<p>As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships</p> <ul style="list-style-type: none">• We embrace change• We challenge respectfully• We lead the way	<p>We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return</p> <ul style="list-style-type: none">• We value collaboration and togetherness• We are empathetic• We embrace individuality	<p>Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients</p> <ul style="list-style-type: none">• We grow and learn• We are trusted• We are mission possible

THE ROLE_

The Client Director has a wide range of responsibilities including (but not limited to) owning and developing the relationship with a variety of key clients, managing direct reports within the team, driving growth from dormant clients, and helping to deliver best in class service. The role of a Client Director requires a proactive mindset both to help develop new opportunities within the business and to pre-empt any issues which may occur alongside using initiative, experience, and expertise to help keep our clients and agencies happy through gold standard client servicing

RESPONSIBILITIES AND RELATIONSHIPS_

- Be responsible for the day-to-day management of the client team to ensure they are effectively servicing clients and are proactively contributing to growing client and agency business.
- Have a thorough understanding of the strategy & objectives of your main accounts.
- Ensure you and your team are delivering on all elements of client service charters and general client servicing.
- Resolve client/campaign issues as and when they arise alongside assisting/coaching your team in resolving their issues.
- Work closely with your team to create response to briefs, supporting rational documents and PCAs.
- Be responsible for presenting the above work to clients and agencies
- Attend all client and agency meetings across your patch of business
- Proactively sell the OOH medium and identify opportunities across your portfolio of clients to sell in OOH.
- Drive agency relationships through hot desking, meeting with key personnel and presenting all agency sessions



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- Analyse and attend all client audit meetings (in conjunction with Head of Insight)
- Set individual client KPIs and ensure they are met.
- Develop and manage the Talon relationship with agency, client and media owner contacts.
- Help to manage and host internal training sessions.
- Be prepared to get involved in non-account work – internal working parties and representatives of the company.
- Ensure you and the team are utilising in house systems on a regular basis ensuring they are kept up to date with all the latest planning information and campaign status
- Ensure all Planning templates are being used – Talon planning schematic, proposals, buying reviews/PCAs.
- Participate in defining the requirements to enhance systems/tools and have responsibility for testing them when requested
- Provide accurate client forecasts ensuring they are kept up to date with key changes to forecasted business.
- Comply with all company and departmental policies and procedures.
- Understand Talon philosophy and SBU's offerings and communicate them appropriately.
- Demonstrate proper care and respect for corporate assets.
- Train your team on the day to day requirements of their planning roles, tools and systems.
- Be responsible for first stage interview process for recruiting Client Executives and Client Managers.
- Conduct annual appraisals of Client Executives and Client Managers
- Review performance of Client Executives and Client Managers on a regular basis
- Champion sustainability and advocate the value of positive social and environmental impact within your team.
- Participate in projects and initiatives which drive Talon's commitment to positive social and environmental causes. E.g., charity partnerships, volunteering, carbon offsetting etc.
- Role model the Talon values and behaviours to help ensure the best possible culture and tone is set throughout Talon.

WORKING HABITS AND CORE SKILLS_

- Organisational planning
- People management
- Strategic capability
- Commercially aware
- Solution finding
- Industry knowledge
- Able to work as part of a team
- Organised
- Enthusiastic and driven

YOUR EXPERIENCE AND QUALIFICATIONS_

- OOH planning experience and/or extensive Comms planning experience – working on clients that spend significantly in OOH
- Experience of working in data focussed roles
- First class relationship management skills with the ability to communicate across all levels both internally and externally
- Strong commercial acumen with the confidence to apply this within your work
- Ability to manage people and motivate them to bring out their full potential



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BENEFITS INCLUDE

Pension	Enhanced maternity/paternity/shared parental pay
Life Assurance	25 days annual leave, increasing every year by 1 day up to a maximum of 30 days
Permanent Health Insurance	Birthday Leave
Smarter Working (hybrid working, flexible working hours, work from anywhere for 2 weeks of the year)	Voluntary/Charity leave
Feel Good Allowance	Summer Fridays
Cycle to Work Scheme	



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