



WE NEED YOU

WE'RE LOOKING FOR
ACCOUNT DIRECTOR

LOCATION:
LONDON / HYBRID

WORKING HOURS:
Monday – Friday 8 hours per day

SALARY/DAY RATE/GRADE:
Up to £50,000 per annum

OTHER BENEFITS:

Competitive Reward Scheme Bonus, Company Car, Life Assurance, , Aviva Pension, corporate Discounts, Company Sick Pay, ETHIC Values - Employee of the month: a chance to win a lifestyle voucher!

CONTACT TYPE:
Fixed Term Contract

REPORTING IN TO:
Operations Director

WE'RE LOOKING FOR A COMMERCIALY DRIVEN ACCOUNT DIRECTOR

As our Account Director, you'll be the strategic and commercial lead for a key global client programme at Kru Live. This role holds overall responsibility for the performance, growth, and delivery of one of our key accounts

This is a commercially driven, sales-focused leadership role where performance, precision, and pace are critical. You will oversee a high-profile programme spanning activations across nightclub environments, venues, arenas, and festivals, with potential expansion into retail pop-ups.

Success in this role requires confident multi-stakeholder management, rigorous stock and reporting control, and the ability to drive measurable sales performance across all environments.

You will lead a core team consisting of a Senior Account Manager, Account Executive, Booking Agent, and Stock Controller, ensuring clarity, accountability, and consistently high performance.

This is a fixed-term contract running from ASAP to the end of September.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

CLIENT LEADERSHIP & STAKEHOLDER MANAGEMENT

- Act as senior strategic lead across our key account
- Build and maintain trusted relationships with multiple senior stakeholders
- Aligning differing priorities to ensure seamless programme delivery
- Lead cross-market planning, balancing global consistency with local nuance
- Develop innovative L&D initiatives and strategies aimed at nurturing and retaining our talent, driving high-performance, career progression, and personal growth across our teams.
- Collaborate with our Talent team & People Business Partners to drive talent development and internal mobility.
- Lead the design, development, and implementation of our Early Careers propositions to attract and develop emerging talent.

COMMERCIAL & SALES PERFORMANCE

- Own and drive overall sales performance across the programme
- Ensure all activity aligns with clear commercial objectives
- Monitor performance closely and implement rapid improvements where required
- Translate insights into actionable operational changes
- Oversee team bonus and incentive programs

PROGRAMME OVERSIGHT & DELIVERY

- Oversee delivery across activations, venues, arenas, and festivals
- Ensure all activity is delivered briefly, on time, and within budget

- Drive consistency of execution and quality across environments
- Lead regular status reviews to maintain full programme visibility
- Support expansion into retail pop-up formats where relevant

STOCK & REPORTING ACCOUNTABILITY

- Hold overall accountability for stock management across the programme
- Ensure accurate forecasting, allocation, and tracking
- Maintain tight operational control in partnership with the Stock Controller
- Ensure reporting is timely, accurate, and insight-led
- Maintain clear visibility of stock and sales data at all times

FINANCIAL MANAGEMENT

- Own the financial performance of the account
- Deliver against agreed margins and commercial targets
- Oversee budgets, approvals, and financial tracking
- Maintain accurate forecasting and financial visibility

TEAM LEADERSHIP & DEVELOPMENT

- Lead and develop:
 - Senior Account Manager
 - Account Executive
 - Booking Agent
 - Stock Controller
 - Set clear objectives and accountability across the team
 - Provide regular feedback, coaching, and performance management
 - Foster a collaborative, high-performing team culture

REPORTING & DATA

- Timely and accurate reporting
- Clear linkage between activity, insight, and performance
- Strong client confidence in data integrity

CLIENT MANAGEMENT

- High stakeholder satisfaction across our key client account
- Proactive communication and problem solving
- Contribution to account growth

DELIVERY EXCELLENCE

- All activations delivered on brief, on time, and within budget
- Consistency across markets and environments
- Successful expansion into new formats where appropriate

TEAM PERFORMANCE

- Engaged, accountable, high-performing team
- Clear structure and ownership across functions
- Strong cross-functional collaboration

SUCCESS METRICS & KPIs

- Sales Performance
- Delivery against agreed sales targets
- Strong conversion rates across all environments

- Continuous optimisation of underperforming locations or team members
- Stock Management
- High accuracy in stock reporting
- Effective forecasting with no disruption to delivery
- Minimal loss, wastage, or discrepancies
- Financial Performance
- Delivery against agreed margins
- Accurate forecasting and budget control
- Clear financial visibility at all times

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're commercially driven with a Strong focus on sales performance and measurable results
- You're a strategic leader with experience overseeing complex, multi-market programmes
- You're a confident stakeholder Manager, comfortable managing senior client relationships
- You're operationally strong. Experienced in delivery, reporting, and stock accountability
- You're a people leader, with a proven track record managing multi-disciplinary teams
- You're detail-oriented, with a high level of precision and accuracy
- You're resilient & solutions-focused. You thrive in fast-paced, high-pressure environments.

OUR VALUES

- **Meticulous** – Our attention to detail ensures flawless execution
- **Innovative** – We embrace fresh ideas and creative solutions to stay ahead in our industry
- **Ambitious** – We strive for excellence, always pushing ourselves and our work to the next level
- **Dedicated** – Our passion and commitment to our clients and staff drive everything we do
- **Trustworthy** – We build strong relationships by acting with integrity and always delivering on our promises
- **Fearless** – We welcome challenges that others avoid, pushing boundaries to achieve outstanding results.
- **People-Centric** - Our people are at the heart of everything we do, ensuring exceptional experiences for both clients and staff