



## **Realtime Agency - Account Director**

### **Introducing Realtime**

Realtime Agency is a global, full funnel digital advertising agency. We are positioned in the market as the go to agency solution for the 'Privacy age'. We have special labs teams leading in measurement (with MMM), Audience, Performance Creative and Marketing Analytics as well as all the traditional media buying teams in Programmatic, Google, Social, Affiliates, SEO, Influencer Marketing, and product feed management.

We help businesses transform their digital buying processes to drive cost efficiency and significant growth by providing a unique, data and audience-driven approach to digital buying.

We support clients in the B2B, DTC space in verticals across retail/ecommerce, healthcare, entertainment, financial/fintech, publications and much more!

An independent agency based in the U.K. but with a global footprint, our company has grown to more than 60 Realtimers in Denver (Colorado), DC, London and Manila since our founding in 2018.

As Realtime continues to expand into the leading edge of digital advertising – everything from programmatic linear television, to CTV and podcasts, to conversational commerce on social channels – we are looking to expand our team ahead of what we aim to be our most productive year ever in 2022.

As a services company, we are focused on our people. We introduced a Culture coordinator in 2021 to ensure the fun, wellbeing and development of every individual was supported.

Build your future with Realtime and progress down a path that brings you the most happiness and success!

### **What does RTA offer?**

- People first Culture
- Growth company - We are positioned well in the market as leaders in 'the privacy age'



- Great culture – in the last year we increased our staff happiness by 20%, we have a culture coordinator, team events, learning opportunities and trainings, company mid-year kick off, individual awards, Class Pass and much more.
- We're a global company – international work and travel opportunities
- Learn all digital – programmatic, Google, Influencer, SEO, Affiliate marketing to really understand the full marketing mix – allowing you to go on and excel as a fully rounded digital leader
- Be in the mix of industry change and trends – learn how we have pivoted into the privacy age and our plans for moving into next wave of web3.0 and Metaverse.
- Fast progression routes as the company continues to rapidly grow.
- An Excellent Bonus scheme!
- A fun, friendly working environment!

## **Who We're Looking For**

Realtimers are ambitious, data-driven, and hungry to test the limits of our advertising platforms while finding unique solutions to complex problems. As we expand our client roster, we are looking for highly motivated teammates to lead our client teams, manage campaign execution, and build relationships within some of the largest companies in the world.

We are looking for individuals that demonstrate a comprehensive knowledge of one or more advertising platforms, a strong understanding of how to build and execute campaigns, and an aptitude for working both internally with RTA's product teams as well as externally with clients.

## **Account Director Responsibilities**

- Will be the team lead on media accounts
- Responsible for managing their team to achieve client services and operations targets
- Responsible for upselling (and upsell targets on clients, including adding new channels and media spend channel growth) - Upsell definition is increasing the value of client contracts for each quarter versus the quarter for previous year
- Responsible for the team yearly revenue targets.

- Responsible for building relationships with client direct partners at advertising channels such as Facebook /Instagram /Snapchat to work together to expand accounts spend, improve performance and keep clients ahead in beta opportunities. This includes strategic planning/ideas to persuade clients to invest more in social versus other channels
- Responsible for interpreting client base ad tech needs to ensure our product and tech team are updated with innovative client requests to improve product and customer experience.
- Producing sales documentation to support upsell pitches
- Forecast and track revenue + upsell revenue by client on a monthly, quarterly and yearly to provide data to VP to plan for year.

### **Client Management**

- Responsibility for client happiness which includes:
- Managing client on-boarding process and successful launch of client environments and campaign launch.
- Managing senior client relationships
- Ensuring client adoption into Sprinklr platform (and team adoption so that when client logs into platform they have comprehensive reporting dashboards etc)
- Client renewing software and managed services annual contracts

### **Qualifications**

- Experience with brand media planning, being able to put together full brand marketing plan
- Experience with account growth – multi + omni channel + organic growth
- Experience with building senior relationships
- Evidence of a history of running ops – Can get hands on if necessary
- Evidence of an understanding and experience on multi-channels e.g. Programmatic, Mobile, Display, Social, Search etc.
- Evidence of commercial awareness
- Experience developing and training team members/ implementing development plans and reviews
- A passion for client happiness and team happiness!