

Job Title	Activations Account Manager
Team	Activations Solution (Agency)
Reports to (Employee Related)	Agency Board
Reports to Commercially related)	Business Director
Salary Scale:	Circa £35K depending on experience

Overview of role

The Activations Commercial Manager is a business and commercially, sales focussed role. This person will report directly to the Business Director and be responsible for the tactical decision making needed to accomplish the company strategy. This role will work closely with the Agency Board to promote integration and ensure all teams and employees work together to achieve Orchard's end goals and objectives.

This role needs a forward thinker and implementer who is capable of using current and emerging trends to prepare the business for the future and create action and growth plans accordingly.

General responsibilities and targets

The Activations Commercial Manager will be responsible for representing the solution area internally and externally, building the profile and success of the specialism within the integrated agency.

To include:

- Bus Dev – identifying, areas of the business that can be developed both internally with existing clients and within greater industry. Lead generation to build sales pipeline
- Proposal writing & Pitching - identifying and winning new work for the activation Team
- Tenders – Identifying, completing and winning new tenders and contracts for the Activation team
- Strategic direction of the solution area – ensuring that the offering is competitive, marketable, and future-proofed
- Effective solutions – measurably positive outcomes for clients
- **Targets: Gross Profit contribution to Agency.**
- **KPIs: Client Conversion, New client wins Client retention & Growth. GP per Head for solution area, Revenue per client growth**
- Utilisation target is 75% (with min 50% billable)

Specific responsibilities and duties

The general responsibilities for the Activations Commercial Manager

People

- Communicate Board level decisions to the team and be a point of contact for any feedback that needs to go to the Board, and vice versa from teams
- Mentor and lead the team, ensuring a one team approach to achieve company / team targets and objectives i.e. promote integration with the wider company
- Working with the Specialist Managers. Ensure training needs are met and where needed communicated to the HR Manager
- Utilise existing resource to create teams for pitches, tenders' etcetera
- Where applicable, ensure IPA CPD requirements of the Content Solution team are met
- Ensure the PRIME values are followed by both them and the team at all times
- Good with people

Product

- Work with Business Development and Tender team to identify new opportunities.
- Create monthly GP release figure with Finance
- Work with the Account Management Team/Business Director to keep forecast up to date and keep ZOHO accurate and up to date
- Manage and maintain profit margins and staff utilisation in line with targets
- Work with other senior staff (Product/Specialist Managers) to create and steer resource plans specific to the sector
- Use current and emerging trends to prepare for the future and create action and growth plans
- Maintain positive client relationships and ensure feedback is received and acted at end of each project
- Ensure promotional and sales collateral is available and up to date
- Attend business and networking events and trade shows to promote Orchard
- Create and deliver successful pitch presentations when required
- Account manage some single solution area clients
- Responsible for their solution area strategy to deliver company strategy
- Manage non-conformance reports and feedback or troubleshoot issues as required

Experience required

Essential

- Working in an Account Director / Managers or Commercial role in either an event agency environment or venue
- Proven track record of selling and delivering profitable large scale activations such as Events, Exhibitions and Trade shows
- Experience of working with large brands
- Solid understanding of the UK activations and experiential market
- Senior project and Account management experience
- Ability to negotiate favourable terms with venues and suppliers
- Comfortable in pitching to clients
- Comfortable working with Office 365

Desirable

- Competent and comfortable with budgets and financial figures
- Has industry knowledge and contacts to identify, gather and manage the necessary resources and skills to deliver on the above creative vision
- Ability to think creatively and engagingly
- Aware of current best practice regarding large scale events and activations
- Experience with virtual / hybrid events and be comfortable with technology including software platforms to allow easy sales

Orchard's benefits package

Our people are what makes us so special. That's why we offer a generous benefits package to all who are part of our team. Here's an example of the benefits that are available:

- Flexible and remote working opportunities
- 10 – 4 core hours
- 25 days annual leave
- Monthly wellbeing hours
- A generous training budget
- Private medical cover
- Cycle to work scheme
- 8% pension (that's 4% matched from you and us)
- Social events and activities (such as end of month drinks, film club and 5 a side football)

How to apply

To apply, please send a cover letter and your CV to jointheteam@thinkorchard.com by **Midday, Tuesday the 11th of April 2023**. Interviews are to take place on **Thursday the 20th of April 2023**. We receive a large number of applications so whilst we will do our best to contact everyone, if you have not heard from us within a month of your application you have unfortunately been unsuccessful.

We're an equal opportunity employer, which means we'll consider all suitably qualified applicants regardless of gender identity or expression, ethnic origin, nationality, religion or beliefs, age, sexual orientation, disability status or any other protected characteristic. We recruit and develop our people based on merit and their passion and we're committed to creating an inclusive environment for all employees.

Progressive. Respectful. Imaginative. Mindful. Excellence.