BUSINESS DIRECTOR, CLIENT LEADERSHIP (CENTRAL LONDON)

ABOUT US

*Are you looking for a role where you will be given unrivalled opportunities to develop your career in media planning and buying? Where you will have full autonomy for leading and overseeing the development and execution of strategic response driven media plans for our clients? An opportunity that will enable you to take the next step in your career working for a privately owned agency that is committed to working with you to fulfil your potential.*

*We’re Smithfield, an independent media planning and buying agency founded in 2011. We specialise in brand response and performance media, so we love measuring business outcomes for our clients.*

*And we recognise that the award-winning work we produce for our clients can only be as good as the people we employ.*

JOB DESCRIPTION

As Business Director, you will lead and oversee the development, execution, and continuous refinement of strategic media plans for a diverse range of clients, including Hollywood Bowl Group and Ascot.

This role requires a blend of media expertise, strategic communications thinking, and leadership to ensure our media planning not only delivers business results but also drives transformation and long-term brand growth. You will work closely with client stakeholders, as well as the agency senior leadership team and all agency staff, to ensure that our approach to media is both commercially effective and communications-smart.

WHAT YOU CAN EXPECT FROM SMITHFIELD:

It’s important that you know what you can expect if you join Smithfield.

Our success is driven by the talented people who comprise the Smithfield team; our business ethos is one of collaboration and sharing knowledge and information.

You will have the opportunity to be accountable for your own career development and will be encouraged to take full advantage of the training opportunities that our membership of the IAB, IPA and DMA provide.

We have a passionate commitment to Equality, Diversity, and Inclusivity and look to hold monthly workshops during which everybody is invited to participate and share their personal experiences. Dignity and respect of each other is one of our key business drivers.

Away from work we meet socially, both formally and informally on a regular basis.

KEY RESPONSIBILITIES:

1. Client Servicing:

* Lead senior client relationship, ensuring a deep understanding of their business objectives, audience needs and competitive landscape.
* Create and own the client roadmap into the agency, managing and reacting to market challenge and change
* Own the client relationship, acting as their trusted strategic advisor, brining audience-first, test-and-learn mindset to every engagement
* Develop and lead client QBR meetings
* Manage client contracts, scope of work and PRF frameworks ensuring all contractual commitments are being delivered against
* Involve leadership in key client engagements

2. Media Planning, Strategy and Measurement:

* Provide expertise and objective strategic advice across media and measurement
* Accountable for the media strategy & planning ideation across all media channels, delivering against client brief
* Responsible for the teams adoption of Planning for Performance, utilising SOSTAC with best in class planning approaches
* Have oversight of the flow of briefs, deliverables and overall output of team
* Set clear goals linked to broader business objectives as part of the team and client strategy
* Expand data and measurement remit for clients, including MTA and MMM

3. Business Growth and Budget Management:

* Identify opportunities for organic growth, aligning media strategies with business impact.
* Ensure all financial goals and commercial agreements are met and optimised.
* Drive efficiency by aligning team resources, investment strategies, and media execution with business objectives.

4. Team Leadership:

* Cultivate a high-performing team through coaching, mentorship, and continuous learning.
* Embed a culture of collaboration, innovation, and test-and-learn experimentation.
* Collaborate effectively with the senior leadership team and all agency staff, ensuring alignment on strategic goals and business impact.
* Stay ahead of industry trends and ensure Smithfield remains at the forefront of media innovation and transformation.

ABOUT YOU

To be successful in this role you will be expected to have most or all of the following attributes.

* Demonstrable previous experience in media planning across all channels with the emphasis on managing integrated campaigns.
* Strong analytical and strategic thinking skills.
* Excellent communication and interpersonal skills working with both internal stakeholders and clients.
* The ability to lead and inspire a team.
* Proficiency in media planning and using analytical tools.
* Familiarity with industry trends, technologies, and best practices and a commitment to CPD.
* The ability to thrive in a fast-paced, dynamic work environment.
* Confident in preparing and making presentations to both clients and prospective clients.