

## Job description

**Job title:** Account Director

**Location:** Godalming, Surrey

**Salary:** £50-£55'000 OTE £70-£75'000 with car, pension, healthcare, sports club membership

**Ref:** 16372



### LAWSON PRICE CONSULTANTS

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Our client was established in 1992 and has grown dramatically, first as a private business, but in recent times as part of a multinational media group. They specialise in providing the UK's motor manufacturers and dealer groups with some of the most creative used car marketing initiatives and Internet technologies to help them gain valuable and profitable sales advantage whilst protecting the integrity of their brand message. Their customers include automotive giants such as Jaguar, Land Rover, Ford, Hyundai, Nissan, Renault and Vauxhall to name a few and in total they cover more than 40% of the UK market. Expansion has created an opportunity for an astute individual to join them as an Account Director.

The role will see the successful Account Director responsible for the development of three to four existing key relationships with UK motor manufacturers and their dealer networks. The Account Director will develop a business plan which ensures profitable delivery of agreed current plans and future new business growth through the influencing of key decision makers and their teams within each client. Having agreed priorities with the manufacturer, the Account Director will then ensure participation of the dealer network, aiming for a minimum 80% uptake for each franchise. The Account Director will also be responsible for continuous review of client business in order to identify and secure additional revenue streams and bi-annually deliver strategic reviews to the board. Retention and growth and demonstration of competitive return on investment are the key indicators of success for the Account Director and the candidate will be supported in their efforts by a team of client managers internally as well as external key partner agencies.

The successful Account Director is likely to have had experience in a creative or agency environment, interaction with marketing and web or Internet based marketing functions, commercial responsibility for delivery of a solution and ideally knowledge of motor manufacturers or the automotive industry, motor dealers or automotive brands. Ideally a graduate, IT literate and with excellent communication skills, smart personal presentation, a friendly but assertive manner, the ability to self manage and self-motivate and willingness to work by self-initiative are also desirable qualities.

All applications will be handled in strictest confidence.

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or email [candidates@lawsonprice.co.uk](mailto:candidates@lawsonprice.co.uk)