



Account Director

Department:	Client Services
Contract type:	Full time
Contract hours:	37 hours per week (Monday-Friday)
Reports to:	Chief Client Officer
Salary:	£45,000 - £60,000 pa
Location:	Hybrid (2 days in our London office, usually Tues–Thurs)

Application Closing date:	Monday EOP, 12th January
First Round Interviews:	21st & 22nd January

The Team:

At Open, we bring people together to change the world. Over the past few years we've partnered with some of the most ambitious causes in the sector including Alzheimer's Society, GOSH, Prostate Cancer UK, Breast Cancer Now, Centrepont, Cats Protection and RSPB - working across brand, fundraising and integrated campaigns.

We're now looking for a brilliant Account Director to join our high-performing, energetic Client Services team. Someone who knows the charity world inside out, understands audiences and fundraising drivers, and can confidently lead integrated, insight-led work across multiple channels.

If you're excited by big ideas, great relationships, clever use of data and helping charities grow, you'll fit right in.

The Role:

As an Account Director, you'll guide the strategic and day-to-day direction of some of Open's most important accounts. You'll shape briefs, bring proactive ideas, help clients navigate complex challenges, and help our teams deliver exceptional fundraising and brand campaigns.

You'll balance big-picture thinking with hands-on leadership, ensuring the work is smart, insight-led and commercially sound and that our clients feel supported, understood and inspired.

The Person:

You care deeply about good work and good causes. You're commercially sharp, a natural relationship builder and someone who can move effortlessly between strategy, delivery and problem-solving. You're also collaborative, positive under pressure and comfortable bringing energy and direction to teams and clients.

Key Responsibilities:

- Lead the strategic direction of your accounts, ensuring our work is insight-led, ambitious and aligned to client goals
- Build and manage annual strategies, revenue plans and budgets
- Guide the delivery of integrated campaigns, journeys, brand projects and fundraising activity
- Develop strong client relationships and become the trusted strategic partner they turn to
- Identify opportunities for growth, innovation and better ways of working
- Provide senior direction on briefs, schedules, creative development and reporting
- Present results, insights and recommendations with clarity and confidence
- Work closely with Planning, Creative Studio, PM, Finance and SLT to ensure work runs smoothly and profitably
- Support new business opportunities and pitches
- Be an active senior leader within the Client Services team

Skills & Experience:**Must haves:**

- Senior client-facing experience within a creative or marketing agency OR be a leader within a charitable organisation who's looking to make the exciting next step in their career.
- Broad range of project experience, encompassing direct marketing, integrated campaigns, microsites, digital advertising creative and email programmes
- Be organised, proactive and calm under pressure
- Have proficiency in Google suite and AI tools
- Be comfortable presenting to senior internal and client stakeholders
- Be a wizard at multitasking
- Have superb attention to detail whilst keeping sight of project goals
- Possess excellent interpersonal skills
- Experience of charities and the fundraising sector is a definite
- Good understanding of direct marketing KPIs

- Broad channel experience (on and offline) preferably including, but not limited to, direct mail, email and social
- Decision making is essential

What success looks like:

- Strong client satisfaction and retention
- Ambitious, effective campaigns with measurable results
- Well-managed, profitable accounts and accurate forecasting
- Trusted relationships across teams and the senior leadership group
- Proactive contribution to the culture, energy and growth of the agency