



## **BUSINESS DIRECTOR**

As Ingenuity continues to grow and diversify, we are looking for an experienced Director to join us and lead some of the UK's best agencies to new business success. Are you up to the challenge?

### ***WHO ARE INGENUITY***

*A new business consultancy with a difference.  
We help agencies, Brands and Tech businesses start new relationships.*

We've always been the trailblazer in the new business space and have now created a lead generation model which is completely unique encompassing Events, Content, PR, Digital, Brand Partnerships and Insight.

It's an exciting time to join the business as we're evolving and as such are investing in new digital propositions. Check out our new website to get a real sense of what we're all about [www.ingenuitylondon.com](http://www.ingenuitylondon.com).

### ***ABOUT YOU***

*Dynamic, highly literate and articulate. You'll possess a can-do attitude, be very personable and come with considerable experience and understanding of marketing services and the creative agency landscape.*

We're looking for someone who has the confidence and personality to drive new business opportunities for their clients, typically the senior management of London's top creative agencies.

Ideal candidates will have worked at similar new business agencies or in-house agency side in a new business role and are looking for a fresh challenge with a broader agency offering.

The role will give the right person the chance to utilise their direct experience with prospecting, creating targeted plans and campaigns to deliver an ever-evolving pipeline and valuable opportunities to convert to business for our clients, whilst playing a crucial role in our close and ambitious team.

### ***PURPOSE***

*Drive new business opportunities for clients whilst providing strategic direction and support to the team.*

You are responsible for working closely with your clients to develop a new business and content plan and setting up the team to deliver it, agreeing objectives and making sure they're met. You will also protect and grow Ingenuity's relationships with current clients.

# ingenuity

## **THE ROLE: FINER DETAILS**

*In your role as Business Director you'll be able to prioritise whilst working in a fast-paced environment, manage multiple tasks and keep a calm and positive attitude to help motivate the team.*

The Business Director will endeavour to know what is on the client's mind, anticipate their needs and be recognised by the client as a person who drives progress on their behalf.

You will take leadership in client relations, internal administration of accounts and providing consistent direction and motivation to the ADs, SAMs and AMs. Internally, you will be involved with appraisals and ensuring all training needs of team members are met.

As part of the role you will sit on the Senior Leadership Team.

### **Clients**

- Lead new client inductions, content workshops, regular and review meetings.
- Develop strategy and present plans for 10-12 client accounts, working closely with your account team to deliver them.
- Be immersed in each client's industry and sector and share this knowledge with employees and clients where relevant.

### **Team**

- Team leadership to ensure your account handlers are performing and ensure training is continued as they develop on their own career path within the business.
- Take a lead role in the induction process for new starters.
- Attend industry events and networking sessions to represent Ingenuity.

## **WHAT IT'S LIKE TO WORK AT INGENUITY**

*We are a social bunch with a great culture.*

We work hard and play hard. The teams are genuinely close and very supportive - which has always been part of the make-up of Ingenuity. Every Friday we have breakfast delivered to the office and the bar opens at 4pm with socials arranged at least once a month with a bigger summer and Christmas day out.

Please visit our website for more details about what we do and to meet some of the team in our blog interviews. [www.ingenuitylondon.com](http://www.ingenuitylondon.com)

Please send your CV to [lucy.wells@ingenuitylondon.com](mailto:lucy.wells@ingenuitylondon.com) if you think this could be the perfect next step in your career.