

# Business Unit Director

<b>Remuneration:</b>	R55000 - R65000 per month negotiable cost-to-company
<b>Location:</b>	Johannesburg, Orchards
<b>Remote work:</b>	Some remote work allowed
<b>Education level:</b>	Degree
<b>Job level:</b>	Senior
<b>Own transport required:</b>	Yes
<b>Travel requirement:</b>	Often
<b>Type:</b>	Permanent
<b>Reference:</b>	#BUDApr2024
<b>Company:</b>	<a href="#">Penguin</a>

## Job overview:

We are seeking a highly motivated and experienced business unit director to join our team. As a key member of our senior team leader team, you will be responsible for managing a portfolio of client accounts, driving business growth, and fostering strong client relationships. The ideal candidate will have a deep understanding of the advertising industry, excellent leadership skills, and a proven track record of delivering strategic solutions that meet client objectives.

## A Penguin person is...

- Part of what makes Penguin as successful as it is, are the highly motivated people who work here and their enthusiasm and passion for the advertising and marketing world. We recruit individuals whose passion, honesty, integrity, initiative, and creative approach to problem solving shines through.
- An inspiration to your colleagues and your team, you are a motivated leader who can instill trust and confidence in client relationships, whilst having a natural aptitude for getting the best out of your team. You will inspire your team through your commitment, motivation, expertise, professional manner and appearance and by always placing the client at the center of everything you do.
- As the business unit director, you will have the opportunity to work with a diverse portfolio of clients, ranging from global brands to emerging startups, although you will be mainly responsible for managing and growing a key client account, ensuring their success and satisfaction. Your strategic thinking, excellent communication skills, and ability to inspire and lead a team will be crucial in driving our agency's growth and success.

## Client management:

- Serve as the primary point of contact for a portfolio of key client accounts.
- Build and maintain strong relationships with key clients, understanding their business objectives, and providing strategic recommendations.
- Act as the main point of contact for clients, ensuring effective communication, timely delivery of projects, and overall client satisfaction.
- Understand client objectives, challenges, and industry trends to develop customised advertising solutions that drive results.
- Proactively identify opportunities for account growth and upsell additional services to existing clients.

## Strategic planning:

- Develop and implement strategic account plans aligned with client goals and objectives.
- Collaborate with internal teams, including creative, media, and production, to develop integrated advertising campaigns that resonate with target audiences.
- Monitor campaign performance and provide strategic recommendations for optimization to achieve desired outcomes.

#### **New business development:**

- Play a key role in new business pitches and presentations, showcasing agency capabilities and expertise to potential clients.
- Collaborate with the business development team to identify and pursue new opportunities for client acquisition.
- Develop proposals, negotiate contracts, and close deals to expand the agency's client base.

#### **Financial management:**

- Develop and manage the business unit's budget, ensuring profitability and cost control.
- Oversee budgeting, forecasting, and financial reporting for assigned client accounts.
- Ensure profitability targets are met while maintaining high-quality standards and client satisfaction.
- Identify opportunities to improve operational efficiency and maximize revenue generation within the business unit.
- Monitor financial performance, analyse key business metrics, and implement strategies to achieve revenue targets.
- Identify opportunities for revenue growth and new business development, working closely with the business development team.

#### **Team leadership:**

- Lead and mentor a team of account directors, account managers, ensuring they have the necessary support and resources to excel in their roles.
- Develop and implement the business unit's strategic goals, objectives, and plans in alignment with the agency's overall business strategy.
- Provide ongoing performance feedback, coaching, and development opportunities to team members.
- Provide guidance on account strategies, project management, and client communications to ensure alignment with company objectives.
- Collaborate with other department heads to ensure seamless integration of services and maximise operational efficiency.

#### **Collaboration and communication:**

- Collaborate effectively with cross-functional teams, including creative, account management, media, and production teams as well as external agency partners, to ensure seamless execution of projects.
- Communicate regularly with senior management, providing updates on the business unit's performance, challenges, and opportunities.
- Represent the agency at industry events, conferences, and client meetings, showcasing the agency's capabilities and thought leadership.

#### **Required:**

- Bachelor's degree in marketing, advertising, business administration, or related field; MBA preferred.
- Eight + years of experience in account management or business development within an advertising agency or related industry.
- Proven track record of successfully managing client relationships and driving business growth.
- Strong leadership skills with the ability to inspire and motivate cross-functional teams.
- Excellent communication, presentation, and negotiation skills.
- Deep understanding of advertising principles, digital marketing trends, and industry best practices.
- Strategic thinker with the ability to develop and execute integrated marketing campaigns that deliver measurable results.

- Proficiency in Microsoft Office suite and project management tools.
- Experience with CRM software (e.g. HubSpot) is a plus.

Overall, as a business unit director, you would be responsible for driving the growth, profitability, and success of your specific business unit within the agency. Your role would require strong leadership, strategic thinking, client management skills, financial acumen, and the ability to foster a high-performing team.

Posted on 18 Apr 08:22, Closing date 16 May

### **Apply by email**

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