

JOB DESCRIPTION

Group Head - Client Servicing

Key Requirements:

- Proven work experience of at least 7 years in a client servicing/account management role in a digital marketing agency
- Strong knowledge of the overall digital marketing ecosystem.
- Strong command of Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- Strong communication, presentation and negotiation skills.
- Extensive experience in leading and managing large teams and multiple accounts.
- Proven track record of strategic thinking and driving significant client growth and satisfaction.
- Strong financial acumen with the ability to manage budgets and forecasts.

Key Responsibilities:

- Lead and guide the team, ensuring high satisfaction and retention of existing clients and a positive onboarding experience for new clients
- Manage and grow revenue and profits through both existing and new clients, ensuring the achievement of annual targets.
- Build rapport, anticipate and address concerns and needs.
- Overlook team's compliance to internal processes and standards for timely and quality deliverables and communication
- Act as the client partner for high-profile clients, understanding their needs and collaborating with the team to exceed expectations.
- Ensure delivery of impactful client presentations, reports, and meetings, showcasing strategic value, creativity and campaign outcomes.
- Collaborate with internal teams to co-create and develop campaign strategies aligned with client objectives, driving measurable results.
- Identify growth opportunities within the client portfolio to maximise revenue and expand services.
- Stay updated on emerging online trends and best practices in digital marketing.
- Cater to team's hiring and training needs while ensuring appropriate workload management and motivation in the team
- Foster a collaborative environment, working closely with other departments to ensure a unified approach to client servicing and campaign execution.
- Contribute to organisation wide efficiency initiatives and training