Sagacity
Part of Accenture Song

Account Director

Location:	UK
Role Type:	Permanent - Full Time
Job Location:	Hybrid Working - minimum of 2 days a week in our London office

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ABOUT SAGACITY

Clever with data... combining data, insight, and action to drive value

Sagacity are the data intelligence people. Our proposition is simple: we help consumer facing businesses increase customer engagement and make more money. How do we do it? We dig into the data businesses already have, and combine it with our data, insight, and action. Think of us as data co-pilots for sales, marketing, ops, billing, credit and debt - clients typically see 5x returns within the first few months.

Founded in 2005, we are a customer-centric business with a World Class +95 Net Promoter Score. We believe data should be at the heart of every company and while we are sector agnostic, primarily our clients are in the financial services, retail, energy, telecoms & media, water, and not for profit sectors.

We are a purpose led company and we believe that purpose comes before profit. We work as one team both with clients and internally, and are trusted to deliver quality in our standards and in achieving successful client outcomes. We are open, honest and communicate in a jargon-free, collaborative way, with all our teams being agile and curious, and continuously learning to achieve our purpose. We believe that if we achieve our purpose then everything else will follow.

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Account Director

Role Overview

You will be a commercially driven data person who owns key accounts and a revenue target, and can hold their own in a room with a client's data or CRM team. You don't need to code. You do need to turn a client's business problem into a data solution and explain it simply.

Requirements

Data knowledge:

You'll be the main contact for big-brand clients, so they need real, hands-on understanding of:

- Data cleansing and data quality: matching, de-duplication, suppression, address validation
- Single Customer View (SCV) projects: what they involve and why clients need them
- Prospect data and data enrichment for marketing
- Segmentation and propensity modelling
- Ideally, some exposure to customer analytics such as lifetime value modelling, or revenue/billing assurance

Commercial drive:

This is not a pure account management or service role. You will:

- Have a track record of growing existing accounts through upsell, cross-sell and new projects
- Sell consultatively: start with the client's problem rather than a product, spot opportunities, write proposals and shape scopes of work
- Be comfortable negotiating pricing at senior level
- Be happy being measured on revenue, and actively want that

Commercial drive:

- Comfortable with heads of department and C-suite, and with the client's data and operations teams
- Works well with our analysts, developers and project teams to set realistic scopes and keep clients happy through delivery
- Able to line-manage and develop an Account Manager

Background likely to fit

- 4+ years in data for marketing, data services, or a data/insight consultancy
- Data bureaus, DM agencies and marketing service providers
- Client-side experience with brands in energy, telecoms, financial services/insurance, retail or utilities
- FastStats or similar tools: a bonus, not essential

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ABOUT SAGACITY

People at Sagacity

Success in any business is ultimately about its people; their skills, personality, attitude, qualities, dedication and enthusiasm.

We recognise the value of our people and their commitment to working together to achieve successful outcomes.

At Sagacity, we:

- believe working with our clients collaboratively delivers better results
- coach and mentor our clients' teams so our data and solutions live on after our assignment ends
- believe in delivering benefits as we go along

We achieve this through our core values:

- ✓ One Team
- ✓ Quality Delivery
- ✓ Trusted
- ✓ Agile & Curious
- ✓ Open, Honest, Simple Communication

If you would like to join a unique working environment, with a sociable culture, where work is done a little bit differently – and we believe 'better' - then we look forward to hearing from you!