



## **SENIOR ACCOUNT DIRECTOR – Brand Experience**

Yakusan is a highly creative, independently owned, market leading brand experience agency that has been a consistent award finalist and winner in the Brand Experience space. No two projects are ever the same, we take a bespoke approach with every detail considered, giving our clients unique campaigns that bring their brands to life.

We are a small but talented team that love what we do and have a great time doing it. With a real focus on growth and development, Yakusan are committed to seeing our team thrive. With a current Work from Home model we have staff working from all corners of Sydney and enjoying the work life balance that this brings.

We are seeking a talented and ambitious Senior Account Director/Group Account Director looking to take their career to the next level, leading our Client Service team on integrated activations and brand campaigns for a number of exciting, market leading clients and working as a 2IC to our MD.

You will be responsible for developing and maintaining strong client relationships including, client profitability, retention, growth, exceptional service delivery and consistently ensuring we are delivering beyond our client's expectations.

The role will include planning and implementing annual client strategy, creative, brand planning and RTB's with the Managing Director, and working closely with the Client Service and Production teams to bring campaigns and brand experiences to life from concept through to execution.

Reporting to the Managing Director, you will have a minimum of 5 years experience working in an account service role, and 3 years leading key accounts with proven ability in managing experiential campaigns and on-premise activations, whilst feeding in with media, PR, digital/SM, content and sponsorship disciplines.

You will have highly developed leadership, financial and communication skills including written and presentation, as well as strong conceptual abilities. You will be a fantastic problem solver with exceptional attention to detail in addition to being an individual who will positively contribute to the culture of our agency. You will have the motivation and drive to work effectively from home and the ability to attend client and team meetings in person as required.

Experience working on alcohol clients is a mandatory, and spirits experience preferable, with a strong understanding of the Australian liquor and hospitality market.

This role is a full time, Sydney based role and you will be required to work outside of traditional work hours in activation periods. Only Australian permanent residents or long-term visa holders will be considered.

Enough about us, what's your story....?

If you love a market leading small agency environment, enjoy working on inspiring brands with a group of talented individuals and you think this role sounds like you, send your CV and covering letter to [people@yakusan.com](mailto:people@yakusan.com) by 31 May 2022.