

Vice President, Client Services

The **VP of Client Services** is a mature leader who develops the agency account portfolio. The VP will inspire others to drive clarity in messaging and clarity in performance by consistently demonstrating persuasive skills with colleagues and clients. This role includes successful management of a large team, including career development, resourcing and hiring. The VP holds accountability for the health of the client businesses to the agency both financially and relationship-wise. The VP must adeptly navigate internal and external politics. Strong financial understanding, and experience pricing, pitching and winning business is a must. This position reports to the President. Responsibilities include:

Portfolio Management

- Responsible for the entire client portfolio in excess of \$7 MM in contribution margin (based on trend through 2020)
- Ensure the health of the business (client satisfaction and profitability to Marriner)
- Uncover opportunities and grow business through thought leadership, client/category expertise and consistent delivery of good work
- Focus on ongoing client mapping process to deepen client trust and drive retention/growth and broaden the agency's purview/stature within the client organization
- Establish/grow senior-level client relationships based on trust
- Profitably and effectively resource accounts from a staffing perspective

Strategic Cross Functional Leadership

- Develop a departmental vision that outlines the role Client Services plays in achieving the agency vision.
- In partnership with agency President, institute integrated agency planning process on all relevant accounts and serve as a champion of clarity in messaging and clarity in activation
 - Seek to fuse creativity, technology, media and analytics
- Oversee development of input briefs for major initiatives with account team
- Ensure account team serves as experts on the client's business and industry (including direct and indirect competitors)
- Present key category and out-of-category best in class examples of innovation, programs and trends to inspire the internal team and clients; this will be done in collaboration and coordination with cross-functional peers who have shared accountability
- Provide POV on high profile work as the work goes into the engine at major milestones and when it becomes the final product to determine if it delivers on the objectives and strategy set forth initially.
 - This includes providing unadulterated feedback and input to the client on how it is being pushed through their organization

- Serve as ombudsman (i.e., intermediary between agency and client, representing the broad scope of interests)
 - Investigate and assuage client concerns related to agency and work to resolve them with the appropriate cross-functional leads
 - Identify and communicate organizational or business roadblocks on client side running counter to agency interests
- Lead integration with partner agencies as appropriate
- Lead client presentations for new major initiatives with cross-functional experts while identifying appropriate stretch opportunities for direct reports
- Establish departmental standards to ensure agency personnel are updated regularly on clients' businesses
- Provide final approval on key initiatives, presentations and work output as appropriate (high visibility, major initiatives)
- Showcase Marriner's work internally and externally (at all levels and on more than just creative work to agency and client)
- Involve the business development team to understand the work the team is developing and to determine its potential for external and internal use, including case study worthiness
- Partner with business development on new business pitches as needed (staffing, approach, scoping)
- Represent the Client Services department in Senior Leadership team meetings
- Lead and participate in identified Senior Leadership team key initiatives

Financial Management

- Work with cross functional senior leaders to grow year over year contribution margin by 5% or more
- Drive retainer/supervision margin growth on account portfolio through effective scoping and management of department labor
- Forecast revenue and margin based on plans and initiatives; set management standards/tools
- Collaborate with project management team and cross-functional leads on major fee negotiations and upcoming work
- Deliver on labor to supervision/retainer targets

Team Management

- Develop a formalized training program to instill a strategic mindset in the account group creating strong brand guidance for the client as project management shifts to the resource team
- Manage, mentor and develop staff on all aspects of marketing through performance management and consistent feedback.
- Provide direct and consistent feedback on an ongoing basis, encouraging and rewarding team's efforts and accomplishments
- Translate department goals into individual performance goals for direct and indirect reports

- Identify and maximize individual strengths and growth opportunities within the Client Services team for the betterment of the agency
- Develop a formalized onboarding/training program that enables the Client Services team to make progress towards the departmental and agency vision
- Foster a culture of curiosity and thought-leadership

Required Knowledge/Skills/Experience

- Branding as well as performance and activation experience
- Cross-functional experience (media, creative, technology, mobile, social, finance)
- Ability to manage multiple clients or lines of business with revenue in excess of \$10 MM
- Enthusiasts of the food, beverage and hospitality industries
- Must be passionate about advertising and the digital space
- Embody a competitive spirit for both Marriner, our clients, and doing innovative work
- Confident and authoritative while also genuine and authentic
- Ability to form genuine relationships internally and externally
- Diplomatic in providing strong POV and making difficult decisions
- Able to work with broad spectrum of people - senior to junior level, multiple mindsets
- Skilled in presenting to senior level clients and large room of people
- Ability to inspire people to do great work
- Ability to sell a point of view or ideas through storytelling
- May require overnight travel up to 20-25%

Key Performance Indicators (KPIs)

- Client Service billable fees at or above target of \$164,000/month (about a total \$2MM annual target) for FY22
- Successfully sell priority agency offerings/initiatives to existing accounts
- Client Service labor to billable fees ratio at or below 50% target for FY22
- Maintain a client churn to 10% of billable fees or less through the nurture of client relationships and delivery of smart, effective marketing
- Manage employee turnover rate to 20% or less through retention, growth, training & morale