



## ACCOUNT DIRECTOR, DIGITAL DUBLIN

KYNE is an award-winning specialty health communications agency dedicated to helping improve and save lives. We were founded on the belief that communication is a powerful health intervention. Our team is passionate and committed, with deep experience working across sectors to make real differences in health. We love what we do, we live what we do, and we truly believe in what we do.

We are currently seeking a Digital Account Director to join our growing global team. Reporting to the Global Head of Digital, the successful candidate will be a passionate digital strategist with hands-on digital marketing and communications experience. You are part strategist, part practitioner ('a do-er'). You can provide insightful strategic recommendations to our clients based on your knowledge of what it takes to execute at the highest level in health communications.

KYNE employees share a passion for making a difference in health, both locally and around the world. We value curiosity, collaboration and a creative working environment. We work hard, play hard, and give back to our community. Based in Dublin, this is an exciting opportunity to join a fast-paced, growing global company.

### KEY RESPONSIBILITIES

#### Client Service / Relationship Management / Business Development

- Assist in the formulation of digital strategies that build lasting digital connections improve healthcare experiences while delivering on client objectives
- Collaborate with internal stakeholders to deliver results for our global clients (Life Science, Biotechnology and Public Health) within all aspects of digital marketing, communications and digital transformation. Actively serves as day-to-day client digital communication lead on your assigned accounts
- Support the development of integrated digital programs that complement and enhance the broader tactical mix for partner and brand marketing and communications across sales/fundraising, marketing and communications channels
- Set and maintain KPIs with clients and account team peers for digital communications workstreams. Manage the production of regular and ad-hoc reports to support strategies and create actionable insights
- Help integrate data-driven communications techniques across the business – garnering deep user needs and behavioural insight, building informed user journeys, creating compelling industry-leading content and helping clients deepen engagement with target audiences across existing and emerging channels
- Translate data and analytics into actionable insights, providing recommendations to improve outcomes and optimising campaigns to meet client objectives



- Develop plans, implement, monitor and report on digital paid media buys across social and search platforms
- Develop and manage weekly/monthly cross-channel content calendars for clients
- Maintain and support client website development and content as required.
- Be a change agent internally and with partners and clients – leading the way in best practice digital communications, problem-solving, coaching and building buy-in and consensus for innovative approaches
- Contribute to the creation of new business research, pitch presentations and proposal documents

#### Initiative & Flexibility

- Utilizes data to drive agency recommendations and idea generation
- Understands key issues to be considered when making decisions
- Demonstrates initiative and resourcefulness and works through issues independently in as much as possible
- Proactively seeks out professional development opportunities, skillset growth
- Able to seamlessly flex between teams / management styles

#### Effective Communication

- Provides direct and constructive feedback to junior team members, supporting them in developing fundamental skill sets (writing, research, logistics, etc.)
- Encourages regular feedback from manager and team members
- Leads key aspects of client interactions and liaison with external partners to further develop client communication skills
- Continues to proactively seek opportunities to further hone communication skills, including presentation skills

#### Teamwork & Leadership

- Support colleagues across the companies in improving their digital capabilities through structured and informal learning sharing
- Serves as a role model for junior team members
- Conducts annual reviews for direct reports (as appropriate) and regular check-ins, overseeing professional development and opportunities for growth and advancement
- Supervise all junior staff by mentoring, motivating, coaching and providing clear and consistent feedback
- Able to gather information to make appropriate decisions for clients and internal teams



## DESIRED EXPERIENCE, EDUCATION & SKILLS

- Minimum seven (7) years' communications, marketing or health related experience with a minimum of three (3) years' experience within a similar digital communications or digital marketing role
- Bachelor's degree, preferably in communication, marketing, business or related health / science field
- Excellent understanding of digital marketing concepts and best practices
- Passionate about digital marketing with strong understanding of digital media, including social media platforms, mobile, data, content and storytelling trends
- Track record of building successful digital and social campaigns. Experience with social media strategy, content creation and campaign management – paid and earned initiatives
- Experience developing and managing multichannel content calendars and with CMS such as WordPress
- Hands-on experience with mobile, web or email marketing not required but an advantage
- Constant curiosity in the digital space – striving to understand existing and emerging digital channels and tactics, learn more about what drives engagement and add value for healthcare stakeholders today and in future
- Self-motivated with a 'can do' attitude and the ability to work and thrive in a fast-paced, dynamic environment
- Strong knowledge of basic software – Excel, PowerPoint – and experience with digital content creation and collaboration tools – Slack, Hootsuite, Box, Trello, Canva, etc.
- Deep understanding of online/social research and analytics platforms such as Hootsuite, Sprinklr, Buffer, Buzzsumo, Meltwater, Keyhole, Klipfolio, Hubspot, Google Analytics, Mixpanel, etc.
- Confident with digital data, able to guide analytics projects and derive meaningful insights that can inform the strategic approach and yield hyper-targeted, high impact communications strategies
- The ability to work on one's own initiative and as part of a team
- Prior supervisory experience and ability to develop junior team members
- Fluent English and excellent communication skills (written and oral). Additional languages a plus
- Experience in health communications across a diversity of sector types (public, private, and non-profit) is a plus
- Excellent organizational, communications and interpersonal skills
- Photoshop and creative production/design skills/experience a plus

*Please note: Candidates must be eligible to live and work in the European Union.*