

The Onlii.®

Job specification

"We empower brands to win, with positive and Responsible Creative™."

We are a purpose led creative business that uses powerful brand shaping thinking to solve problems and realise ambitions more sustainably (where possible), one project at a time. As a B Corp agency, we create responsibly, through strong principles and a vibrant, inclusive creative culture.

We call our creative process Responsible Creative™. This encompasses everything we do on a day-to-day basis, it empowers us as individuals and a collective to make a positive impact through our work.

We have embedded the principles of B Corp into our business, and this supports our strategic thinking and culture.

United Nations Sustainability Goals (UN SDGs):

This role supports The Onlii's commitment to 7 of the 17 UN SDGs, with a focus on Gender Equality, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, Reduced Inequalities, Responsible Consumption and Production, Climate Action, and Partnerships for the Goals.

Goals will be set within your PDR review / induction process, with specific targets against the UN SDGs, that align with our business strategy.

Our values:

Authentically Brave - We speak up, show up, and stand up — with courage, honesty, and purpose.

Responsibly Creative - We create with care, challenge with curiosity, and design for impact.

We Grow Together! - We learn from each other, lift each other, and succeed as one.

Job role: Group Account Director

Reporting to: Managing Director

Department: Client Services

Location: Hybrid / Leeds

About the job:

The Group Account Director (GAD) is a senior leader within the Client Services team, responsible for overseeing a portfolio of key client accounts, ensuring the delivery of outstanding work, and growing client partnerships in line with business targets.

This is a growth and senior relationship focussed role. The Group Account Director is responsible for the successfully growth of the clients they oversea, in line with the business goals.

As the bridge between the Client Services Director and the Account Directors, you will drive operational excellence, inspire client teams, and contribute to strategic business development. This is a leadership role requiring a high degree of commercial acumen, relationship management skills, and the ability to create a positive impact both internally and externally.

You will champion The Onlil's values and responsible creative practices, nurturing client relationships that are purpose-driven and future-focused.

As a key member of the management team, you will champion team development, business awareness, and forward planning. You will create a collaborative and proactive environment that ensures creative excellence and aligns seamlessly with the company's strategic goals.

Key Responsibilities:**Client Leadership:**

- Lead senior client relationships, building trusted partnerships that drive growth and deepen engagement.
- Find, lead and convert pitch or new business opportunities with existing clients.
- Develop and successfully activate Client Development Plans for your group of clients
- Proactively arrange strategic meetings with key clients at The Onlil. Plan, write and lead on presentations for these meetings.
- Report commercial numbers against targets to the Client Services Director. If targets are going to be missed, then the Group Account Director is responsible for creating and executing a plan to get them back on track.
- Oversee and guide Account Directors, ensuring the successful delivery of projects on time, on budget, and to the highest standard.
- Act as escalation point for major client issues, resolving challenges proactively and diplomatically.
- Ensure consistent delivery of strategic, creative, and commercial excellence across all client work.

Business Development:

- Identify organic growth opportunities within client accounts and lead on upsell strategies.
- Work with the Client Services Director to pursue new business opportunities, including pitching to prospective clients.
- Help forecast, monitor, and report financial performance against targets.
- Represent The Onlil at networking events, industry conferences, and client meetings in the UK and internationally.

Team Development & Mentorship:

- Build, lead, and inspire a high-performing team, fostering a culture of growth, learning, and inclusivity.
- Identify skills gaps and implement development plans, providing coaching and mentorship.

Operational Excellence:

- Ensure best practices are followed for project management, client reporting, and use of internal systems (Harvest, Breathe HR, Mailchimp, Pipedrive).
- Drive continuous improvements in processes, project delivery, and team collaboration.
- Collaborate with the Client Services Director and other department heads to align on resourcing and project planning.

Responsible Creative Practices:

- Embed responsible creative practices into client solutions wherever possible, ensuring environmental and social impacts are considered.
- Proactively suggest ways clients and The Onlil can reduce negative impact and create positive change.

Personal Development:

- Dedicate time to learning and growth, including reading, podcasts, mentorship, and professional courses.
- Actively share industry trends, insights, and new thinking with the team.

Equity, Equality, Diversity, and Inclusion (EEDI)

At The Onlil, we are committed to fostering a culture that values equity, embraces diversity, and ensures inclusion across all levels of our organization. As a fundamental part of this role, you will:

- Actively contribute to an environment that respects and includes every voice.
- Recognise and address unconscious bias in decision-making and interactions.
- Promote inclusive practices and champion equitable opportunities in all aspects of your work.
- Support and uphold The Onlil's commitment to EEDI principles, ensuring that these values are reflected in both your personal actions and team culture.

Embrace Responsible Creative Practices:

Commit to creating work that aligns with The Onlil's vision and Responsible Creative process. Follow The Onlil's behaviours whilst working and look to contribute positively to the environment or society through your work (where possible).

Person specification:

Skills and Experience	• Proven leadership experience, with the ability to inspire and develop a team • Strong understanding of business operations, including budget management and strategic planning. • Strong experience in writing and preparing strategic presentations. • Proven track record of overseeing growth on global brands • Brilliant at managing senior relationships. Loves face to face communication • Exceptional written and verbal communication and interpersonal skills, with the ability to influence and collaborate across departments • Decisive and proactive problem-solver. • Highly skilled in project management and negotiation • Ability to manage competing priorities effectively. • Strong understanding of marketing, creative, and brand strategy principles. • Proficient in MS365 and project management tools. • Minimum 8+ years' experience in an agency environment. • Proven track record of leading high-value client relationships. • Experience managing and growing key accounts and winning new business. • Experience managing and developing teams. • Exposure to international client work preferred. • Experience in a B Corp Certified or purpose-driven organisation desirable
Attitude	At The Onlil, our values are more than words they define who we are and how we show up every day. The Group Account Director is expected to be: 1. Authentically Brave - We speak up, show up, and stand up — with courage, honesty, and purpose. Leads with humility and self-awareness, openly naming areas she's working on — like developing greater empathy — which sets the tone for honest growth conversations across the team. 2. Responsibly Creative - We create with care, challenge with curiosity, and design for impact. Brings diverse inputs into the CS process, encouraging innovation that reflects our inclusive values. 3. We Grow Together! - We learn from each other, lift each other, and succeed as one. Drives cross-functional learning, particularly within the creative team, to elevate capability across the business.

Personal situation	• Ability to work from Leeds a minimum of 3 days per week. • Willing and able to travel as required for client meetings and team sessions. • Flexible to meet project demands, which may include occasional extended hours.
--------------------	---