

# Account Director – Infrastructure and Major Projects

**Job Title:** Account Director – Infrastructure and Major Projects

**Responsible to:** Director of Infrastructure and Major Projects

## Overall description

As an Account Director, you will be a strategic communications consultant with a portfolio of infrastructure and major project clients. At the centre of multi-disciplinary teams, you will be working on some of the biggest projects in the sector to achieve project goals and in particular, delivering communications, compliant consultation and engagement for Nationally Significant Infrastructure Projects (NSIPs) during the Development Consent Order planning process. You will give counsel to clients, providing proactive communications and risk mitigation strategies, which create opportunities, add social value and build advocacy for projects. You will contribute fresh perspectives and new ideas; challenge thinking and provide high-value guidance that delivers positive outcomes for clients, stakeholders and communities.

You will generate consultancy income by driving account profitability and business growth against an agreed budget and plan and will be encouraged to build and grow a practice area.

In addition to your client responsibilities, you will lead teams across defined projects, managing and mentoring consultants and junior staff to ensure delivery is of a consistently high standard, while also acting as a key contributor to the culture of the consultancy.

## Main responsibilities

### Infrastructure and major projects

- Act as a strategic communications consultant for some of the biggest infrastructure and major projects in the sector
- Manage multiple infrastructure campaigns from initiation through to planning and construction, ensuring that all work is innovative, produced to the highest possible standard and outcome-focused to help clients achieve their goals
- Devise and deliver pre-application consultation for NSIPs including managing the Statement of Community Consultation process, undertaking statutory pre-application consultation and preparing a statutory Consultation Report for a Development Consent Order application
- Devise and lead the delivery of impactful communication strategies which are outcome-driven including the use of stakeholder modelling, a range of relevant channels and tools, and evaluation

- Provide trusted strategic advice that protects and enhances clients' reputations including message development, language and tone of voice
- Devise and lead the delivery of media management strategies (proactive and reactive), including issues management, journalist relationships, developing media copy, monitoring, editorial content and evaluation
- Devise and deliver public affairs and stakeholder engagement strategies to manage relevant political issues and agendas.

### Commercial management

- Manage the relationship between Copper and each of your clients to deliver income and profitability against the agreed budget and plan
- Generate consultancy income from existing and new clients by developing and delivering a proactive plan for growth and through the creation of a network of relevant contacts and referrals
- Lead the new business process for your practice area: identifying opportunities, managing the bid process, interpreting briefs, writing proposals, preparing costings, delivering pitches and converting opportunities to business wins
- Work with the Directors to develop Copper's offering as the consultancy evolves and scales to ensure it anticipates and exceeds demands.

### Leadership and management

- Lead your project teams ensuring they are inspired and motivated to deliver high-quality, outcome-driven work
- Mentor and manage junior staff members by supporting their career development and wellbeing
- Lead the continuous drive for fresh thinking and innovation in approaches and working methods to improve services to clients and in supporting Copper's business and cultural objectives
- Actively participate in Copper's position as a thought leader in the industry through marketing, networking, conferences, media and social media.

### Skills requirements

- A passion for the development and infrastructure sector with an extensive track record of developing and delivering communication, consultation and engagement strategies for infrastructure and major projects
- Knowledge of the legislation, policy and guidance relating to pre-application consultation for NSIPs
- Experience of developing and leading the delivery of pre-application consultation (statutory and non-statutory) for an NSIP including managing the Statement of Community Consultation process
- Managing consultation feedback and analysis and preparing a statutory Consultation Report for a Development Consent Order application
- Experience of choreographing an examination in public for an NSIP an advantage
- Knowledge of procurement and bidding techniques an advantage
- Consultancy skill-set with the ability to think strategically and to balance delivery and attention to detail with innovation and achievement

- An entrepreneurial spirit with a proven track record in delivering income and profitability targets and generating new business
- Highly articulate (oral and written) with the interpersonal skills necessary to win business, build relationships and become a trusted advisor throughout project strategy and delivery
- An innovator with an inquiring mind who contributes to cutting edge thinking and best practice development in infrastructure communications
- Politically astute with a working knowledge of the UK's political structures (national, devolved, regional and local) and their political drivers
- A strong people manager who can manage performance, programmes, workloads and budgets to meet challenging client expectations whilst nurturing career development and wellbeing
- Acts with integrity at all times, leading by example, acting openly, honestly and ethically.