



# Client Services, Account Director

## Who We Are

MeMo is a dynamic, 40-strong team of digital marketing specialists, social media experts, PR professionals, and content creators. We collaborate with top-tier restaurant brands and ambitious independents, shaping their narratives and elevating their presence in an increasingly competitive market.

We pride ourselves on a culture that fosters innovation, collaboration, and excellence, offering a strong work-life balance, professional development opportunities, and an environment where bold ideas thrive.

We are now looking for a commercially focused **Account Director** to join our team, ideally someone with experience working **in-house for a restaurant group or hospitality brand**, who understands how to turn marketing into measurable commercial return.

As Account Director, you will play a key role in managing client relationships, delivering high-quality campaigns, and driving account growth. Working across digital, social, PR, and content, you will ensure seamless execution and exceptional results for our clients.

This is an exciting opportunity for an ambitious account manager looking to take the next step in their career, working within a fast-paced, creative agency with a diverse hospitality portfolio.

## Key Responsibilities

- **Client Management:** Act as the lead point of contact for clients, building trusted relationships and ensuring seamless delivery across campaigns.
- **Integrated Campaign Execution:** Oversee end-to-end delivery of multi-channel campaigns, with a focus on sales-driving tactics, brand visibility, and business performance.
- **Commercial Strategy:** Leverage your knowledge of CRM platforms, reservation systems, and in-venue marketing to recommend strategies that drive measurable ROI.
- **Platform Experience:** Apply experience with tools like OpenTable, SevenRooms, ResDiary, Mailchimp or similar to support performance-based marketing efforts.
- **Data-Driven Reporting:** Monitor campaign results and provide clear, actionable insights that link marketing activity to footfall, bookings, or spend-per-head.
- **Collaboration:** Work closely with in-house creative, digital, social, and PR teams to deliver joined-up campaigns.



- **Mentorship:** Support junior team members, providing guidance, feedback, and sharing best practices.
- **Innovation:** Stay up to date with restaurant marketing trends, digital innovation, and evolving consumer behaviour to bring new thinking to clients.

## What We're Looking For

To excel in this role, you should have:

- Proven experience in client services, either within an integrated marketing agency or in-house at a multi-site restaurant group or hospitality brand.
- A deep understanding of the hospitality industry's commercial drivers, including seasonal promotions, local marketing, and loyalty campaigns.
- Hands-on experience using CRM tools (e.g. Mailchimp, Klaviyo) and reservation platforms (e.g. SevenRooms, OpenTable, ResDiary).
- A commercial mindset and confidence in linking marketing to measurable performance indicators (e.g. increased covers, conversions, retention).
- Outstanding communication and relationship-building skills, with the ability to manage multiple stakeholders.
- Strong project management capabilities and a proactive, problem-solving approach.
- A passion for restaurants, hospitality, and the power of strategic storytelling.

## Salary & Benefits

- Competitive salary, dependent on experience
- Hybrid working from our West London office
- CODE Membership (industry perks and discounts)
- Flexible working hours
- Paid Birthday Day Off
- MeMoment – monthly employee reward scheme
- Summer Fridays
- Two annual socials – Summer and Christmas

## Why Join Us?

At MeMo, you'll have the opportunity to lead impactful, commercially driven campaigns for some of hospitality's most exciting brands. You'll work alongside a talented, supportive team in an agency that values creativity, collaboration, and professional growth.

Join us and take the next step in shaping the future of hospitality marketing.