

# Senior Account Director, Client Services

## Who We Are:

MeMo is a dynamic, 40-strong collective of digital marketing specialists, social media experts, PR professionals, and content creators. We partner with leading restaurant groups and ambitious independents to shape their stories, elevate their visibility, and drive measurable growth in a highly competitive market.

Our culture celebrates innovation, collaboration, and excellence - offering a strong work-life balance, ongoing professional development, and an environment where bold ideas are encouraged and rewarded.

## The Opportunity:

We're seeking a commercially minded Head of Marketing to lead our in-house marketing strategy and team. The ideal candidate will have proven experience within a restaurant group or hospitality brand and a track record of turning marketing activity into tangible commercial return.

This role will involve leading the strategic direction of MeMo's brand and marketing output - from positioning and communications to lead generation, partnerships, and thought leadership. You'll be responsible for ensuring that our marketing drives growth, strengthens our industry profile, and reflects the creativity and expertise we deliver for our clients every day.

## About You:

You're a strategic thinker who combines creativity with commercial acumen. You understand the hospitality landscape and how to engage audiences through digital, social, PR, and content. You'll bring vision, energy, and leadership to a talented team — ensuring every initiative contributes to measurable business success.

This is an exciting opportunity for a senior marketer to make a significant impact, shaping the future of a fast-paced, creative agency at the heart of the hospitality sector.

## Key Responsibilities:

### CS Team/Marketing Development

- **Overseeing Marketing Strategy:** Owning and overseeing the strategies MeMo proposes and activates across Media, Digital and Social Media *ultimately driving reservations* for our restaurant and hotel clients. Supporting the Media and Social teams in shaping these strategies and upskilling CS/Marketing Managers to be able to manage these autonomously.
- **Team Management:** Directly managing the CS/Marketing team to bring a sense of unity and direction and set principles and templates for working which mean we efficiently deliver strategic marketing. Ensuring these team members take charge of onboarding new accounts and retaining/upselling on accounts too.

- **Third-Party and Sales Drivers:** Alongside relevant service leads, owning strategic partnerships with third parties which we activate to drive reservations e.g Onezone, LOTI, OpenTable, Sevenrooms, Krowd (AMEX), Design My Night etc
- **Analysis and reporting:** assessing what's needed to inform strategies. with effective analysis of data we have, working with Account Managers to create and deliver more insightful reports, understanding what tools we need
- **Troubleshooting clients:** build processes to review client work, trouble shoot issues and ensure account longevity

## Senior Account Direction:

- Actively managing a portfolio of key client accounts
- Working with clients team leads to ensure these accounts are run well, using them as test accounts to lay out new processes
- Building Marketing Strategies on accounts I'm running, working with the full team to complete these and deliver on clients
- With Key accounts drive forward setting up key partnership discussions, and implementing marketing activity

## Marketing/CS Operations:

- Owning the Master Resource sheet, allocating resource to new and existing accounts cross CS, Media, Digital and Social/Creative
- Reviewing overservicing levels (both allocation and the actual time spent)
- Ensuring agency processes are in place for effectively managing:
  - Onboarding new clients
  - Onboarding new staff members
  - Account Managing and creating marketing strategies
  - Reporting and ensuring correct tools are in place for this (alongside Digital)
  - CS team managing client invoicing
  - CS team PDPs
- **Using Hubspot** to track Upsells, Renewals, Client Retention, Lost Clients and implementing new processes to improve these areas
- **Recruitment:** Working closely with the rest of the senior team to recruit the right talent to handle our accounts

## 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.

### **Why Join Us?**

- Competitive salary range based on experience.
- Hybrid working from our Notting Hill office - Client Services Team in-office every Monday, with flexible working through the week.
- 22 days' annual leave, plus Paid Birthday Day Off, Bank Holidays and Christmas office closure.
- Regular team socials and the chance to dine at some of the best restaurants in the UK.
- Summer Fridays
- Two annual socials - Summer and Christmas

### **Why Join Us?**

At Me:Mo, 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.