



Agency Strategy Director – Ferox Creative

About Ferox Creative

Ferox Creative is a young, dynamic brand management studio based in Johannesburg, dedicated to building high-powered brand experiences that captivate audiences and drive results. We specialise in a holistic approach to brand development, offering a suite of services designed to elevate businesses in the digital age. Our expertise spans across web design, video production and animation, digital marketing, graphic design, and illustrations—delivering tailored creative solutions that enhance brand visibility and engagement. At Ferox, we merge creativity with strategy, crafting compelling visual and digital narratives that leave a lasting impact.

About the Role

The **Agency Strategy Director** will play a pivotal role in driving client success and the overall growth of our dynamic agency. Responsible for developing and nurturing long-term client relationships, overseeing end-to-end project execution, and ensuring all deliverables align with brand objectives and marketing goals. Additionally, managing comprehensive client accounts, ensuring financial oversight, including invoicing, payment tracking, and budget management. The ability to strategically plan, execute, and optimise campaigns across multiple channels will be critical in driving business growth and strengthening Ferox Creative's industry reputation. The ideal candidate will possess a robust background in digital marketing, account management, and financial acumen, coupled with exceptional organisational and leadership skills.

Key Responsibilities

Client & Account Management

- Act as the primary liaison for clients, fostering strong, trust-based relationships and understanding their unique business objectives.
- Develop and implement tailored digital strategies that align with client goals and drive measurable success.
- Oversee the planning and execution of projects across various domains, including web design, video and animation, digital marketing, and graphic design, ensuring timely delivery and adherence to quality standards.
- Proactively identify opportunities for account growth and present strategic recommendations to clients.

Project & Production Oversight

- Manage and coordinate digital projects, from website development and graphic design to social media and video content production.
- Work closely with all stakeholders to ensure seamless project execution.
- Develop project timelines, manage budgets, and ensure all campaigns are delivered on time, within scope, and aligned with brand goals.
- Ensure quality control over all creative output, maintaining brand consistency and performance optimisation.

Financial Management

- Oversee all aspects of client invoicing, ensuring accuracy and timely issuance of invoices in accordance with project milestones and contractual agreements.



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- Track and manage accounts receivable, diligently following up on outstanding payments to ensure consistent cash flow.
 - Collaborate with the finance department to reconcile billing accounts and address any discrepancies promptly.
 - Maintain comprehensive records of financial transactions related to client accounts, providing regular reports to senior management.

Business Development & Revenue Growth

- Identify and pursue opportunities for upselling and cross-selling additional services to existing clients, contributing to overall revenue growth.
- Assist in the preparation and presentation of proposals and pitches to prospective clients, showcasing Ferox Creative's capabilities and value proposition.
- Analyse market trends and client feedback to inform the development of new service offerings and strategic initiatives.

Stakeholder & Team Collaboration

- Bridge the gap between stakeholders, facilitating clear communication and ensuring alignment on project objectives and expectations.
- Address and resolve any client concerns or issues, demonstrating a commitment to exceptional customer service and satisfaction.
- Represent Ferox Creative at industry events, networking functions, and client meetings, enhancing the company's visibility and reputation within the industry.

Requirements & Qualifications

Educational Background: Bachelor's degree in Marketing, Business Administration, Communications, or a related field.

Experience: 5-10 years of experience in digital account management or similar role within a creative or digital company.

Technical Proficiency: Strong understanding of digital marketing principles, including SEO/SEM, social media strategies, and content marketing. Familiarity with CRM software and digital analytics tools is essential.

Financial Acumen: Proven experience in managing invoicing processes, accounts receivable, and financial reconciliation. Attention to detail and accuracy in financial matters is critical.

Communication Skills: Excellent verbal and written communication abilities, with a talent for articulating complex ideas clearly and persuasively.

Organisational Skills: Exceptional project management capabilities, with the ability to manage multiple projects simultaneously and meet tight deadlines.

Interpersonal Skills: Strong relationship-building skills, with the ability to collaborate effectively with clients, team members, and other stakeholders.

Problem-Solving Ability: A proactive approach to identifying issues and implementing effective solutions.

If you are a driven, results-oriented account manager with a passion for creative storytelling and digital innovation, join Ferox Creative and be part of a team that is redefining brand experiences in the digital space.

Send your cv to careers@feroxcreative.co.za.