

Director | Job Description

About Headland Consultancy

Headland is one of the UK's leading communications consultancies, trusted by major businesses to navigate complexity, scrutiny and change. We champion collaboration and a wide range of perspectives to build the reputations of our clients who include: TikTok, Pret, ScottishPower, OpenAI, L&G, Lime and Just Eat. A team of 200 based in the City of London, our unique combination of strategic rigour and creative execution has seen us become one of the fastest-growing consultancies in the market.

We are looking for a Director to join our Corporate offer, with a particular focus on consumer-facing businesses and FMCG brands. This is an important senior role for someone who can run significant accounts with authority, shape integrated campaigns and help drive the continued growth of the firm.

About the role

The Director will have responsibility for the day-to-day leadership of key client relationships, acting as a senior advisor. They will be responsible for setting direction, working with Partners to ensure excellence in delivery and building teams that provide outstanding client service.

Alongside client leadership, the role carries a strong new business dimension. The Director will play a visible role in originating, shaping and winning new opportunities, bringing sharp commercial instinct, creative ambition and credibility with senior clients.

Creativity and campaigning sit at the heart of the brief. This is not a purely advisory role. We are looking for someone who is fluent across strategy, insight and creativity and can translate insight into ideas, and ideas into campaigns that land with impact across multiple channels and audiences.

Key responsibilities

- Lead and grow large, complex and integrated client accounts, ensuring strategic clarity, high standards and strong commercial performance.
- Act as the senior day-to-day lead with clients, advising with confidence in board-level environments and during moments of reputational sensitivity.
- Develop and deliver creative, insight-led campaigns that cut through public, political and media debate – working closely with colleagues within and beyond our Corporate offer, including public affairs and financial PR.
- Build and motivate multidisciplinary teams, setting clear expectations and investing in talent development.
- Play a central role in new business, from spotting opportunities through to pitch

leadership and conversion.

- Contribute to the wider growth of the firm, helping shape our overall offer, culture and market positioning.

Experience and attributes

- A proven track record at Director or equivalent level within a communications consultancy or agency (in-house experience also welcome, but preference for an experienced agency operator).
- Experienced in running large, integrated accounts, ideally for consumer-facing or FMCG clients.
- Comfortable working in a fast-paced agency environment, able to juggle priorities, deliver against deadlines and keep things spinning.
- Demonstrable strength in creativity and campaigning, with evidence of ideas that have shifted outcomes, not just outputs.
- Able to design and deliver multi-channel execution, with strong social, digital and GEO-led thinking and experience in driving through-the-line engagement across earned, owned and paid platforms.
- Strong commercial judgement, including experience of account growth, pricing and scope management.
- Authority, presence and judgement to operate credibly with senior clients and internal leaders.

Why Headland

This is an opportunity to work at the heart of a firm known for its quality of counsel and executional flair. Directors at Headland have real autonomy, influence and responsibility. They are expected to shape the work, not just oversee it.

If you are motivated by complex challenges, value creativity and believe in the importance of integrated thinking, this role offers real growth and stretch.

Inclusion & Accessibility

We believe diverse perspectives make us stronger, and we're committed to creating a workplace where everyone feels valued and supported. We actively encourage candidates from all backgrounds to apply. If you need any adjustments during the interview process, please let us know — we're happy to help.

We are proud to have been awarded full accreditation with [The Blueprint](#). This industry-recognised programme helps talented Black, Asian, Mixed Race and Ethnic Minority communications professionals find employers committed to their growth. It also supports

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organisations in attracting, retaining and nurturing diverse talent.