

## Account Director

### DESCRIPTION OF THE ROLE

The Account Director's primary responsibility is to manage and build relationships with agency clients and partners by fostering an environment for the delivery of strong, efficient and creative solutions. They thoroughly understand the client's business needs beyond marketing and think strategically about how to support them with everything the agency has to offer, ensuring that the strategy always maps back to the client's goals.

Collaborating with fellow Account Directors, and supported by Account Executives, you will be responsible for overseeing the smooth delivery of the scope of work at hand by fostering effective cross-functional leadership and collaboration of junior team members, while meeting annual growth goals across retained clients and new business. You are a passionate, smart, champion of new ideas who has a real passion for the work!

### What we're leaning on YOU for:

- Building strong client relationships and growing agency value (both externally and internally)
- Providing strong leadership on all creative development in various media forms, from concept to strategy to execution in partnership with the Digital and Creative Directors
- Managing a team of Account Executives and overseeing their operations
- Clearly and convincingly communicating and negotiating projects/deliverables with clients
- Overseeing the integrity of approved marketing efforts; ensuring these fit within both the agency's frame of work and Client standards
- Resolving issues with a collaborative approach to build rapport and strengthen trust with client teams
- Using proven skills to positively drive clients, and the agency, creatively and strategically
- Ensuring the timely completion of projects for clients on schedule and within an established budget
- Effectively overseeing clients' annual budgets, forecasting opportunities, identifying issues and troubleshooting
- Proactively identifying client needs and unique business opportunities
- Promoting the expansion of business with existing clients and working with Accounts team to generate new accounts
- Providing feedback and counselling to Accounts team to help meet objectives and promote career growth and development
- Drive the development of templates, resources, and other collateral that can be helpful for the Accounts team
- Assign current and new clients to the appropriate Account Executive and/or Account Coordinator

## PRIMARY RESPONSIBILITIES INCLUDE:

### Client Relationship Mgmt. and Growth

- Building one-on-one relationships with senior level clients to foster a partnership with the agency
- Anticipate clients' business needs and proactively approach them with solutions and recommendations, backed up by facts
- Immerse self in client's business and not only champion stellar, business-building ideas, but know how to effectively collaborate in order to bring those ideas to life
- Be able to read the room and proactively cross-sell services/new project work based on client goals
- Own the crucial ability to address and remedy current as well as unanticipated situations
- Build and maintain trust across all services by keeping client abreast of the latest case studies, portfolio work, industry know-how, etc.
- Attend status calls on a consistent basis to stay informed of project status, elevate risk areas and provide on-the-fly solutions
- Support AE on strategic needs, whether it's a new campaign/project, or navigating client challenges
- Demonstrate 10% retained account growth YoY

### New Business Development

- Work with Sales Lead (SL) to define target accounts/Clients and assist with developing annual growth plans
- Utilize interpersonal savvy to rally internal and external Agency resources to help SL bring strategic recommendations to life for prospective clients
- Strategically review presentation materials and support SL on sales call (depending on target client / need)
- Work with SL to develop and deploy sales campaigns effectively; and manage through to completion
- Assist SL to strategize, develop and deliver proposals
- Ensure best-in-class experience is provided to new clients from pitch to project handoff, through client onboarding and internal kickoffs
- Leverage market knowledge and relationships to consistently seek new opportunities that support new business growth

### Campaign Strategy & Oversight

- Staying up to date on client's business and industry to help guide creative development, provide strategic business insights and context to internal agency teams
- Work with internal teams to develop strategic marketing solutions that complement client business objectives effectively
- Continually seek out-of-the-box solutions to show agency value and push our clients forward
- Work with client and AE to define communication strategy and testing opportunities
- Work with AE to develop campaign brief and budget across all service lines and channels and gain client alignment
- Oversee campaign from concept through to completion; meet with AE on a regular basis to check in on performance, and offer ongoing guidance and recommendations
- Support AE with providing solutions when issues arise (such as budget, timeline, underperformance, etc.)
- Ensure AE and Digital Team are meeting the proper reporting requirements per client scopes and review the official reporting decks and documents prior to sendoff

## Scope Development

- Retainers (Creative, Digital, Web, HubSpot, etc.)
- Web Rebuilds
- HubSpot Integration
- Strategy
- New Campaigns

## Budget Mgmt. & Forecasting

- Guide and oversee monthly budget reports with AE to ensure projects are on track
- Manage client expectations and developing payment plan/schedules they're aligned on
- Develop solutions to help mitigate budget issues (over/under spends)
- Creatively identify ways to hit targets on a monthly basis
- Ensure out-of-scope budget adjustments are communicated to and tracked by AE
- Track monthly projections, build estimates and identify growth opportunities
- Assist AE with setting up budget sheet for relevant projects/clients

## Project Ownership & Oversight

Outlined below are the primary responsibilities of the AD across all major projects:

- Organize and schedule discovery calls between client and internal leads to clearly map out expectations and/or KPIs and align on deliverables
- Work with internal leads to develop scope of work that meets profit/margin expectations. Work with client to make adjustments and gain approval
- Work with internal leads to establish timeline that assures success and meets client goals
- Work with internal leads to develop strategy and define detailed list of deliverables
- Support AE with brief development and gaining client approval
- Lead kickoff process with support of AE and PM as needed
- Oversee budget and timeline on a consistent basis to ensure project is on track; work with AE to problem solve on the fly and provide actionable solutions to clients as needed
- Work with Creative Director to implement and develop effective content / creative from concept to completion

## Client Onboarding

- Lead onboarding meetings, supported by AE
- Team with AE to schedule internal kickoffs to ensure client set ups / projects are on track
- Oversee project handoffs to ensure a smooth process for clients
- Proactively identify any unknowns or roadblocks and offer support/solutions
- Assist AE with budget tracker set ups and monitor on a monthly basis to ensure client expectations are met
- Maintain consistent touch points with client/AE throughout the process to help strengthen relationship
- Review project management set ups (Harvest, Monday, Sharepoint) and offer recommendations / adjustments as needed to best support client's needs

## Conference & Event Mgmt.

- Seek out and negotiate sponsorships that meet both business goals and budget
- Work with AE to develop Run of Show (the event Plan)
- Identify resource needs, lead and manage execution of these through to completion (internal kickoffs, development, creative reviews, final delivery). This could include, but is not limited to: sizzle reels,

presentations, breakout session materials, digital campaigns, landing page & lead forms, ads, exhibit/booth space, on-site branding, etc.

- Identify marketing collateral needs and work with AE to source and ensure items are in-hand for event. This could include, but is not limited to: swag/giveaways, team apparel, any other handouts/materials necessary
- Seek and build reliable and reputable portfolio of vendors that best support objectives; Assist AE with initial outreach
- Oversee on-site activation; manage internal team members to ensure they're providing value to prospective customers
- Focus on generating prospects on-site, manage response/follow-up during and post-event
- Provide Post-Event Recap that identifies opportunities and outlines efficiencies for future events

### Team Mgmt. & Development

- Demonstrate effective day-to-day leadership of the marketing team in terms of direction, opportunity identification and guidance
- Support and facilitate the growth of junior team members, consistently leading by examples
- Manage needs of team members to maximize learning and productivity while minimizing turnover
- Create in-depth training plans for Accounts team members to help grow skills and expertise; Ensure that everyone stays on course with required courses and readings
- Intake, review, and approve/deny Accounts team PTO and WFH requests

## SKILLS DESIRED

- 5-7 years of digital marketing/advertising experience or another non-traditional background with an understanding of business strategy, branding, go-to-market strategy, web design, and digital marketing execution
- Strong written and verbal communication skills
- High attention to detail
- Experience managing a team
- Highly responsive with a proven ability to communicate at the executive level
- Ability to effectively translate technical ideas to non-technical professionals and vice versa
- Strong knowledge of digital campaign strategy and execution through both organic and paid tactics – social media, search, programmatic, YouTube, streaming radio, etc.
- Ability to make critical in-the-moment decisions on the overall success of projects/strategies while staying focused on the high-level picture, managing expectations, and ensuring success for internal and external stakeholders.
- Familiarity with web development and video production processes
- Ability to analyze performance metrics and analytics and share reporting and ROI with internal team and clients
- Eagerness to learn about different industries and businesses models
- Ability to work independently, but also a love of working with a creative team
- Bachelor's degree
- Advanced degree a plus
- Previous experience working with banking or financial clients a HUGE plus