

Group Account Director

DESCRIPTION OF THE ROLE

As the Group Account Strategic Director, you will lead client engagements, acting as a strategic partner and advisor to cultivate strong, trusted client relationships. Reporting to the VP of Operations, you will oversee all Account Directors, providing support and strategic direction across all verticals. Your responsibilities include developing innovative strategic initiatives that drive growth and transformation for complex brands and communication challenges. You will advise clients on brand positioning, architecture, analytics, internal engagement, and digital strategy, continuously evolving client brands through in-depth business, brand, and client insights.

Collaboration is key as you work with clients and internal teams to implement strategic recommendations across multiple channels. You will partner with creative teams to shape and execute brand expressions and coordinate with project management to ensure timely and budget-compliant delivery of initiatives. Additionally, you will inspire and mentor team members on strategy, fostering a collaborative and innovative environment.

What we're leaning on YOU for:

- Develop your role as a strategic client partner and advisor across ongoing brand initiatives, including Snapshot's own marketing initiatives.
- Provide oversight and strategic direction to all Account Directors across various verticals, ensuring alignment and support.
- Partner with account leadership to support the overall management of client business relationships, including strategy development, creation of briefs, briefing teams, campaign performance monitoring, and ongoing client communications.
- Create and direct innovative and thoughtful strategic solutions to complex brand and communications challenges on behalf of Snapshot and our portfolio of clients.
- Consult with clients on a range of strategic brand initiatives, including brand positioning, brand architecture, brand analytics, internal brand engagement, and digital brand strategy.
- Build upon a deepening knowledge of business, brand, and clients to deliver strategies that continually evolve client brands.
- Collaborate with clients and internal teams to build and execute strategic recommendations that will ultimately be brought to market across multiple channels.
- Collaborate with creative teams to shape creative expression and execution.
- Collaborate with Accounts and Project Management teams to ensure that initiatives have appropriate resources for development and are ultimately delivered on time and on budget.
- Inspire and mentor team members on strategy.

- Collect, analyze, and interpret information from a variety of sources: market data, quantitative research data, cultural and social trends monitoring, qualitative interviews/conversations, and observational research.

PRIMARY RESPONSIBILITIES INCLUDE:

Client Strategy and Engagement

- Develop innovative strategic initiatives that drive growth and transformation for complex brand and communication challenges.
- Advise clients on brand positioning, architecture, analytics, internal engagement, and digital strategy, continuously evolving client brands through in-depth business, brand, and client insights.

Campaign Management

- Collaborate with Account Directors to develop briefs and estimates (media spends, creative, etc.) and gain client alignment.
- Oversee scheduling of internal kickoff calls, reviews, and client reviews, ensuring Account Directors manage these processes.
- Manage high-level timelines, revision cycles, and client approvals against client deadlines.
- Provide thoughtful and critical feedback on creative work based on brand/client knowledge.
- Ensure effective cross-functional communications with internal teams; elevate risk information and develop plans/solutions to present to clients.
- Lead internal agency teams in the execution and production of creative ideas.
- Ensure feedback and other relevant details are kept up to date in our Project Management platform.
- Support Account Directors in developing case studies by identifying successes, working with clients to obtain performance metrics, and pulling content for the Creative team to develop/update on the website.

Budget Management (Retainers and Projects)

- Oversee budget reviews in Harvest bi-weekly to ensure service lines are on track.
- Identify and elevate any red flags to Account Directors.
- Ensure internal tracking spreadsheets for relevant clients are updated monthly.
- Review Monthly Billing Docs for finance meetings with Account Directors to ensure all bases are covered and approve changes prior to the meeting.
- Scope Development (Project-Based)

Scope Development

- Oversee development of scopes for video, web updates & maintenance, and miscellaneous one-off projects.
- Review and gain approval from Account Directors; ensure scopes are shared with clients for approval.

Management of Accounts Teams

- Oversee Account Directors, providing guidance and strategic direction.
- Inspire and mentor team members on strategy, fostering a collaborative and innovative environment.
- Creating and achieving departmental goals in conjunction with the VP of Operations.
- Identifying optimal processes and establishing training procedures.
- Ensuring staffing levels on their team are appropriate to deliver high-quality work at maximum profitability.
- Demonstrating the Snapshot culture and ensuring company brand standards are met by their teams.
- Setting the example of strategic thinking across projects and tasks.

Collaboration and Implementation

- Work with clients and internal teams to implement strategic recommendations across multiple channels.
- Partner with creative teams to shape and execute brand expressions.
- Coordinate with Accounts teams and project management to ensure timely and budget-compliant delivery of initiatives.

New Client Onboarding

- Oversee the updating of Client Onboarding docs with client-specific information.
- Ensure Client-specific SharePoint folders are set up.
- Confirm that Monday and Harvest jobs are created upon SOW approval.

Ongoing Digital Campaign Mgmt.

- Oversee communication and management of updates and optimizations (keyword changes, campaign adjustments, new creative, etc.) to the Digital Team.
- Track campaign performance, identify opportunity areas with the digital team & Account Directors, and provide recommendations to clients.

Enhancing Profitability

- Oversee adding new deals and moving them through the pipeline for current assigned clients.

- Forecasting revenue for accounts within their group and delivering quarterly progress reports to the VP of Operations.
- Delivering leads for new accounts to the Director of Business Development and assisting with written proposals and pitch presentations as needed.
- Maximizing opportunities to grow revenue generated from current clients.
- Retaining recently acquired clients by properly onboarding and servicing new accounts assigned to their group – helping clients understand Snapshot’s true value and solidify their confidence in the agency.
- Work with Account Directors to produce case studies and award entries

Quality Control of Strategic Services

- Uncovering, documenting and concisely articulating clients’ brand positions and brand visions
- Briefing all internal teams on essential brand information in order to deliver effective, strategic work
- Researching target audiences, develop relevant personas and outline the customer journey to yield effective marketing
- Reviewing estimates, quotes and unquoted invoices to ensure budget requirements are met and profitability maintained.
- Reviewing creative strategies before submission to clients

Strategic Oversight

- Develop specific and measurable client objectives/outcomes and frequently reporting on progress
- Leading analysis of growth opportunities, budget efficiencies, etc.
- Perform evaluations of client reporting and campaign performance

SCORECARD

- Manage against retainer churn benchmarks.
- Team meets or exceeds projects delivered on budget and on time.
- Accuracy in financial records and billing processes.
- Positive feedback from internal teams and vendors.
- Effective cross-functional communication and collaboration.
- Accuracy of project documentation.
- Quality and relevance of client reports and presentations.
- Create unexpected client experiences for our clients as measured by an achievement score of 8 out of 10, as rated by clients via satisfaction surveys conducted by Snapshot.
- 100% of client activity in HubSpot.

REQUIRED SKILLS

- 5-7 years' experience managing and mentoring a team
- Experience creating and managing budgets for projects covering all aspects of marketing
- Must have a thorough understanding of the agency process and agency/client relationship model
- Demonstration of strategic and critical thinking skills, including evidence of strategic marketing plan development
- Ability to collaborate effectively with internal team to meet common goals
- Strong leadership skills needed to manage multiple team members effectively
- Excellent organizational skills, attention to detail and follow-through to resolve any outstanding issues
- The discernment to decipher between a sense of urgency and an important issue
- Strong relationship-building skills and the ability to work with a wide variety of personalities
- Ability to positively lead and influence those in a reporting relationship while assisting and managing their growth within the agency
- Great presentation, analytical and time management skills
- Experience with HubSpot a huge plus

Committed to Diversity, Equity, and Inclusion

Snapshot is an Equal Opportunity Employer and is committed to fair and equitable hiring practices. All hiring decisions at Snapshot are based on strategic business needs, job requirements and individual qualifications. All candidates are considered without regard to race, color, religion, gender, sexuality, national origin, age, disability, genetics or any other protected status.