

## Account Director

*Reports to Client Services Director*

### Roles and Responsibilities

The primary role of an account director is to lead and manage the account management, planning, growth and agency profitability of an assigned set of client accounts. In addition to the primary function, there are several other areas of responsibility that an account director needs to be comfortable with.

- **Account Management:** Ability to manage the day-to-day communications and account management efforts, and responsible for account planning and brand strategy for assigned client accounts. Reviews major media and public relations plans, and creative strategies and campaigns, and oversees the implementation of approved plans and strategies.
- **Team Management:** Ability to manage and direct the assigned team, processes and procedures, and how the account machine works, leading by example of expertise, in best practices and guide ethical decisions. Ensures that all assigned accounts remain profitable and continue to grow, bearing final responsibility for account growth and profitability.
- **Relationships:** Ability to cultivate strong strategic relationships with internal stakeholders, clients and outside strategic partners. Ensures client relations are positive and stable, collaborating and communicating regularly to ensure their goals, wants and needs are met while coming to the table with effective business-impacting ideas, strategies and plans.
- **Talk Khaki:** Ability to speak business, financials, strategy, sales, and not just marketing speak. You need to know the client's business, brands, products, services, their industry and competitive landscape ensuring all our work strategically aligns.
- **Entrepreneurial:** Ability to align client needs with agency services that provide results to clients and profitable business opportunities to the agency. Actively providing new solutions and ideas for additional new business from clients.
- **Presenting and Selling:** Ability to prepare winning proposals, SOWs, and presentations that display strong communication skills, integrating strategy with viable execution. Present, guide, and defend the agency ideas and work. Be a master of meetings – read the room, own the room, and have a presence.
- **Relevant Curator:** Ability to understand and speak in an educated way about current trends in marketing, industry and digital technologies. Have an understanding of what's new, on-trend and relevant in our world and how it might be applied to our client's work.
- **Expertise:** Demonstrates a thorough understanding of the industry landscape including segment, sales and distribution dynamics. Understands the nuances of the segments – their challenges, opportunities and the roles within the channels.