



Account Director

The Account Director will be responsible for managing client satisfaction through team member leadership and support and execution against client goals. The AD will serve as a direct client lead in many cases and as a team advisor in others. As a senior leader, they will be responsible for ensuring a strategic lens is brought to every project as well as experienced implementation. This role will need to be comfortable pivoting from doer to delegator on any given project or day with an intentional goal of achieving the best possible client outcome at all times.

Roles & Responsibilities

- Provide client service and leadership as assigned
- Lead team brainstorming and strategy sessions alongside strategic lead
- Develop strategic business plans: social, direct mail, email, media, etc.
- Present strategy, plans and assess next steps with team, client or both
- Provide project oversight for alignment to strategy and quality of execution
- Manage and nurture client relationships
- Manage projects independently as necessary to deliver on client strategy
- Create and assess metric reports for goal achievement
- Track project status, budgets, scope and timelines on a regular basis
- Assess client needs and communicate to other team members effectively (creative, media, project management, account management)
- Assess and delegate or tackle responsibilities as appropriate
- Manage team members as assigned, including goal setting, personal and skill development and provide oversight to achievement
- Provide thought leadership, mentorship and training to other team members
- Continuously seek improvement of client outcomes
- Work within the company workflow to deliver an outstanding product
- Support new business development and intake

Requirements

- 10+ years experience in marketing or communications field
- College or university graduate - business, communications, marketing, technical, or agricultural degrees preferred
- Background in agriculture ideal, but not required
- Ability to learn quickly in a fast-paced setting
- Ability to work independently, as well as with a team
- Ability to manage changing priorities, and use time effectively
- Track record of setting goals and measuring success metrics
- Experience in customer-facing communications
- Organized, detail-oriented problem-solver
- Creative, innovative thinker
- High verbal and written communication skills - copywriting examples ideal
- Some travel may be required