



## **WHO WE ARE:**

It seems like, these days, many ad agencies are ashamed to call themselves ad agencies. They'll say they're storytellers, brand ninjas, or stuff like that. Not us. We're an ad agency and proud of it. A 61-year-old one, at that. And while the mediums and channels have changed over the past six decades, one thing has not: that it's our job to make our clients shine. A task, by the way, we gladly take on in the form of branding, strategy, creative, PR, media and analytics. For us, it's all about getting results for our clients. Each and every day. Just like we've done for the past 61 years.

**JOB TITLE:** Account Director

**REPORTS TO:** VP/Account Service

**SUMMARY:** Responsible for direct supervision, profitability and client relationships on accounts managed.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Provides strategic thought leadership for all accounts managed.
- Ensures timely development and execution of plans, campaigns, and projects to assure growth, and profit goals are achieved.
- Provides account team leadership on accounts managed, including assignment of duties on accounts (e.g. AE vs. AC roles), as well as oversight, goals/expectations and accountability of account service staff.
- Plans, develops, and defends budget recommendations, work goals, measurements, and training requirements necessary to provide both quality and profitable service to Clients managed.
- Executes duties and assignments as directed in compliance with Agency guidelines and objectives.
- Assures that local client relationships managed remain harmonious and that the clients receive a quality of service which will encourage further growth and profitability in Client/Agency relationships.
- Attends appropriate business/social functions which may enhance the image of the agency, reveal growth opportunities, identify risks to the business, and solidify client relationships.
- Maintains awareness and controls situations which may lead to the risk of write-offs.
- Maintains open and complete communications of Client issues with Agency management.
- Meets regularly with VP/Account Service on Client status, issues, assigned staff performance, and profitability.
- Assists VP/Account Service with new business initiatives, staff training, account service tools and processes, and Agency team relationship growth.
- Provides Agency team (account service, creative, media, DMA) leadership/motivation and conveys the vision and values of the Agency to the assigned Agency staff.
- Ensure that the staff works in conformance with agency policies and procedures.

## **QUALIFICATIONS**

- Bachelor's degree or equivalent from a four-year college or university preferred.
- Ten plus years of account management experience required.

## **COMMUNICATION AND REASONING ABILITY**

Ability to read, analyze and interpret information from a variety of sources, such as trade journals, research reports, white papers and cross-tabulated survey data to effectively present information in one-on-one and group situations to customers, clients and other employees of the organization. Ability to define problems, collect information, establish facts and draw valid conclusions based upon information furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

## **COMPUTER SKILLS**

Personal computer proficiency expected. We use the Apple suite of products as well as Microsoft for Apple. Experience with the following programs preferred: Excel, Word, PowerPoint and Keynote. Microsoft Outlook and SharePoint. Workamajig experience a plus.

## **LEADERSHIP RESPONSIBILITIES**

Does supervise the work of subordinate Account Service personnel.

## **WORK ENVIRONMENT**

Normal office environment. Frequent travel to visit clients and/or attend photo shoots.

## **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch and crawl. The vision requirements include ability to adjust focus and close vision. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.