



### **Account Director**

Account Director is the heartbeat of a customer's account. They own all contact with the client company at all levels and are the sole owner of all aspects of the client strategy. From delivering innovative new digital solutions to mentoring our talented account teams to building new processes that drive the agency forward. This role plays a critical lead in keeping customers happy and growing. Account Directors are expected to endear our customers to Client Company and create affinity that spans beyond the normal day-to-day interaction.

#### *Responsibilities:*

##### Client Service Management:

- Mentor and grow the Client Services Staff
- Leadership of various client services staff including Account Managers and Account Executives.
- Recruiting team members that reinforce our core values... and then training and developing those employees to become exceptional at their respective positions.
- Maintaining and implementing account staffing and organizational plans that keep the account ahead of the curve and growing with the changes in the business (type of work and volume of projects).
- Having a direct and detailed understanding of an individual clients' businesses and over-arching digital marketing goals and overseeing active strategies to meet those goals.
- Monitoring client advocacy, creating tools to drive client engagement and affinity and ensuring that our clients have a strong and emotional connection to our work / people /brand.
- Management of complex and sometimes competing internal and external projects. This person will be responsible for the effective implementing, scheduling and delivery of all client projects.
- Support in the delivery of our "client love" surveys and ongoing efforts to drive strong emotional connections with our client contacts.
- Creating a work environment for direct reports that drive exceptional employee engagement and loyalty.
- Understanding, authoring and owning all client strategy from initial intake.

- Briefing development: Internal department briefings and strategy leadership.
- Selling in strategies and executions to client leadership.
- Final delivery and measurement of strategy.
- Guiding / working and with creative, marketing technology and digital strategy departments to fuel input needed to design innovative client strategy.
- Being a primary contact for our clients at the most senior levels to assist them in being successful in their careers and driving results for their companies.
- Driving digital marketing innovation in our client solutions. Utilizing tools that allow us to take customer feedback and incorporate it into new product development and innovation.
- Monitoring competitive and industry offerings related to our clients' accounts and being a primary voice for change/evolution of the clients' go-to market approach.

#### Client Strategy and Innovation:

- Own the creation of great digital strategy and innovative products.
- Leading new business pitches and designing strategies for new business that helps us win.
- Compliance with our agency processes to ensure that accounts are running efficiently and meeting the needs of the agency and customer.
- Collaboration with departments to evolve the current agency processes as needed for specific client needs.
- Ensuring that their client services teams are following agency processes and reinforcing the use of agency process among other departments.
- Management of the ongoing financial performance and projections associated with client work including working with finance to provide billing and revenue recognition information
- Forecasting and monthly flash reporting.
- Contract administration and ongoing contract and pricing negotiations
- Working with Client Company human resources to support your direct reports HR needs. o Planning for the physical needs and well-being of your account staff
- Partner with other Client Company personnel to implement and evolve our strategic goals for the year.

#### *Qualifications:*

- University degree in business and/or marketing related field (preferably with a digital marketing focus)
- 5-7 years of progressive experience in client leadership inside a mid-sized agency environment (preferably digital and technology industry focused).
- Expert and credible experience in digital marketing, creative strategy, content marketing, direct marketing, new media, web technology and, ideally, marketing automation. The candidate should also have a background in building fully integrated communications
- Exceptional background in strategic account management and team leadership.
- Personally active and comfortable in social media (LinkedIn, Twitter etc...)
- 3-5 years leading and mentoring people.

- Proven experience working in with agency financials / preparing agency contracts with clients and supplier management.
- Ability to independently engage with senior executives within and outside the company.
- Broad range of experience in project management, business planning and marketing systems.
- Experience in implementations in multiple functional groups.
- Strong relationship management, influence and consensus building skills.
- Practical, results oriented attitude.
- Excellent written/oral communication skills. Comfortable creating and presenting.
- Excellent prioritization skills.

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