

ACCOUNT DIRECTOR JOB DESCRIPTION

The Account Director (AD) is a key member of Origin's management team and is responsible for maintaining positive client relationships by providing oversight and strategy at high level, the development of new business from existing clients and the management of the project manager(s).

In this role, the Account Director ensures that all clients receive exceptional levels of strategic and creative thinking, customer service and project management. The Account Director ensures strong direction is provided for all accounts leading to account growth year on year and is responsible for account profitability. He or she must develop deep professional relationships with clients, particularly at a senior level, ensuring that we become the client's key strategic advisors. Finally, the Account Director is responsible for the ongoing, profitable development of business from existing agency clients.

QUALIFICATIONS

A solid background in mid to senior marketing positions and/or demonstrated superior performance as an Account Manager. Advanced verbal and written skills, analytical thinking, personal organization and interpersonal dynamics. A clear understanding of the business of advertising and a keen sense of entrepreneurship. Perfectly bilingual.

ACCOUNT SERVICE RESPONSIBILITIES

Keeps apprised of clients' products/services/markets and trends.

Provides efficient, effective and pro-active client communication through day-to-day contact, weekly client status reports, and timely budget updates.

Makes contact with and forms a relationship with senior client personnel.

Provides clear access to Strategic Director/Principal.

Writes strategic and creative briefs.

Gathers and assembles background information and/or research and analyses as needed in development of briefs.

Prepares and presents effective creative briefings.

Provides agency personnel with all necessary materials, content and specs at project onset.

Reviews all creative projects to confirm they meet the strategic requirements of the brief.

Reviews campaign conceptual directions.

Analyzes client input and provides agency personnel with clear, well-documented input, support data and production materials as required.

Quickly and accurately relays Client Change Orders to all appropriate agency personnel.

Provides support to the project manager(s) to ensure projects are on-time and on-budget.

Helps in the preparation of and reviews media plans, marketing plans, and creative strategies before submission to clients.

Ensures client needs are properly and efficiently staffed.
Keeps apprised of progress of clients' projects through Production and Traffic.
Maintain quality control on all client projects.
Presents concepts, creative, artwork and strategic marketing plans to client.
Seeks out new business opportunities with existing accounts and plays a leading role in their development.
Leads in the negotiation of contracts and helps write proposals.
Ensures that financial management of the accounts meets agency standards.
Participates in Agency/Client Performance Plan reviews.

MANAGEMENT AND LEADERSHIP RESPONSIBILITIES

Guides in career and skill development of Project Manager in her client service role.
Be a trusted/valued support to the Project Manager, be her first port of call for help/advice, commit to help her progress through development of herself and her accounts.
Meets with Project Manager on a regular basis to review client activities.
Evaluates Project Manager's client service performance on at least an annual basis.
Reviews estimates and quotes before they go to the client.

ACCOUNTABILITIES

The Account Director responds in a line capacity to the Principal and is expected to ensure that: the Project Manager meets her performance criteria and personal development goals; client relations are positive and stable; Principal is immediately informed of any potential problems with client/agency relations, budget overruns, etc.; agency resources are efficiently and effectively applied to the business; agency quality standards are consistently met.

REPORTING AND EVALUATION

The Account Director reports to the Principal. A meeting will be planned every three months to ensure the satisfaction, growth and well being of each. This first official meeting (PDR - Performance Development Review) is planned after 3 months to review the objectives and responsibilities for the position.