



Account Director- Summary of Roles and Responsibilities

Reporting and Working Relationships

- The Account Executive reports to, supports, and collaborates with the Senior Vice President of Account service on all aspects of the account.
- The role is service-oriented and is responsible for maintaining day-to-day account activities, including planning and execution of multi-layered activation plans, and monitoring and reporting of key performance indicators

Client Service Responsibilities:

- Assigns the highest priority to client satisfaction and success by establishing and maintaining long-term client relationships that are strategic, inspire client loyalty and trust and strive to exceed expectations.
- Communicates with the client on a regular basis delivering a logical point of view, superior client service, and added value at every stage of ongoing and proposed programs.
- Develops an understanding of all aspects of the client's business including strategy, tactics, product, production standards, legal, etc. to ensure program implementation is accurate on all levels.
- Assumes responsibility for solving client problems, ensures commitments and schedules are met as promised.
- Seeks out business opportunities within the client's organization.

Account Service Team Responsibilities:

- Lead verbal day-to-day telephone communication with assigned client contact.
- Deliver weekly meeting agenda and meeting recap within 24 hours pre/post call.
- Confidently and effectively run weekly call.
- Be prepared for and participate in weekly 1:1 discussion with SRVPAS.
- Work with SVPAS on short and long-term planning of the account.
- Collaborate w/ Sr. Project Manager and Creative Directors on creative development.
- Work closely with SVPAS, to delegate tasks amongst JR level associates.
- Effectively manage day-to-day tasks within assigned account/project.
- Attend all internal and external client meetings/presentations



- Lead internal client focused meetings (e.g.: creative reviews, account mgmt. status meetings, etc.)
- Ownership of budget creation
- Issue and track payment of all client invoices
- Primary manager of client budget process with input from SVPAS as needed.
- Handle monthly and final budget reconciliation
- Monitor hours against budget and record/analyze final project hours
- Work with time tracking reports, prepare and lead quarterly financial reconciliations with assistance from SRVPAS.
- Work with SVPAS to vet and make offers to tour managers as needed
- Oversee all activation and managers on the road as needed
- Training manual creation (brand and tour. manager) and updates for all projects with assistance from AE and project team
- Manage client status reports that document all decisions committed to the client and ensures that any commitments made to the client are adhered to.
- Analyze and report program results to the client.
- Manage and maintain partner agency relationships, as needed.

Required Skills

- Ability to write presentations and recaps
- Proficiency with MS Office suite
- Present to client as necessary

Expectations (Non-Negotiables)

- Consistently demonstrate ability to always exercise emotional intelligence
- Calm and poised in the face of challenges while maintaining a positive, solution-oriented mindset at all times
- Positively contributes to agency culture by fostering internal relationships and approaching work with passion and enthusiasm.
- Cognizant of a growth mindset at all times and in every encounter
- Challenge, guide, and encourage junior staff members
- Return calls and email within 1 hour with response for follow up / acknowledgement, or discussion on related topic
- Be available after hours, as needed, to field calls and emails
- Delegation plan of responsibilities during PTO, vacation, or leave of absence.



- Actively assess agency processes and business challenges for improvement.
- Flexibility to accept job duties and responsibilities not contained within the list above, as every project/program is different and may have different tasks and responsibilities

Desired Traits:

- Ownership mentality of every project, every task, and every interaction
- Be Engaged by being greatly interested in and committed to client goals/individual and team tasks/goals
- Be Intentional by acting in accordance with the Team's conscious attempts to behave and perform according to our values and beliefs
- Thoughtful by showing consideration for the needs of others
- Self-disciplined with the ability to control oneself and make yourself work hard to behave in a productive and professional manner without needing anyone else to tell you what to do
- Ability to Anticipate through experience and stay ahead of potential challenges and requests
- Confident and Strong while presenting and upholding agency POV during navigation of client requests
- Enthusiasm and positive energy as a consistent mindset
- Collaborative in nature with a genuine desire to work within a group setting, as needed