



SENIOR ACCOUNT DIRECTOR JOB DESCRIPTION

A Senior Account Director at Red House leads a small team of account service professionals in managing and facilitating client business with the agency. Account Directors are responsible for being the senior point of contact for client relationships on specific accounts and are often responsible for overseeing multiple accounts and projects at a time. Ideal candidates are time- and stress-tested, and passionate about marketing strategy and building relationships. If you fit the description, please email your cover letter and resume to Matt Blint at mblint@redhousecom.com.

Core Duties/Responsibilities:

Build and Grow Client Relationships

- Works with clients to uncover business needs and objectives, craft appropriate strategies, and identifies/implements products to help achieve client goals
- Understand and interpret business and marketing data to support marketing recommendations
- Develop broad industry expertise and strategy
- Owns client relationships in collaboration with Managing Director and President of Red House
- Manages day-to-day operations of accounts with Account Executive staff
- Shares responsibility for managing client teams to effectively respond to client needs
- Works across multiple clients, industries and project types while establishing a network of contacts
- Develops long-term relationships with strategic clients
- Builds strong rapport with new and existing clients
- Qualify leads and close new business
- Understand clients' business and generate new ideas to meet clients' business and marketing objectives
- Build trust, credibility, and client referrals.
- Develop multi-tiered agency-client relationships and ties

Effectively Manage a Team

- Manage a team of three to five marketing professionals
- Foster teamwork and a constructive work environment
- Provide team leadership that rewards creativity
- Stay calm and carry on

Manage Financial Performance



- Achieve client targets within the context of the underlying opportunity
- Assists in generating estimates, invoices on schedule and billing on specific accounts in concert with Finance Department and Managing Director.
- Maintain or improve account profitability
- Work with business development team to develop new client sales proposals

Experience:

- College degree required
- Approximately 7+ years of related industry experience, preferably brand or advertising experience at an advertising agency or client company
- Demonstrated track record of client relationship development and service
- Proven experience in managing teams working cross-functionally within an organization
- Strong knowledge or experience in marketing strategy, account management/coordination, buying, client/campaign strategy, and media planning.
- Strong interpersonal/communication skills
- Proven ability to manage projects to successful completion, multi-task, and work within tight deadlines
- Sound business acumen
- Negotiation skills
- Demonstrated prowess in all MS Office programs