

**JOB DESCRIPTION** 013124**Account Director**

The Account Director is a position spanning and connecting several areas of responsibility within the organization. As one of the lead client engagement positions within the agency, the Account Director has oversight and responsibilities for connecting with clients through strategic guidance, research, implementation of best practices, and estimating and business development.

**Brand Support**

The primary and essential role of the Account Director is to make understanding of our offering and working with Thread simple for our clients and partners. To this end, the position must execute internal and external marketing and management programs that enhances our ability to deliver on our purpose, values and agency growth goals; providing our clients with the highest level of expertise and customer service. Creating a positive outcome for both our clients and our team.

**Responsibilities**

- Work with clients to uncover business needs and objectives, develop strategies, and identify opportunities to help achieve client goals and build top-line revenue.
- Contribute to client's business growth by providing industry thought leadership and identifying new opportunities.
- Inspire creative strategy and other disciplines to deliver highest quality work.
- Bring clarity around client expectations to the team to help resolve challenging client situations.
- Provide leadership, support, and supervision to the account management team; inspire, motivate, train and mentor.
- Lead multiple projects at once and ensure strong integration across organizational disciplines.
- Actively engage in organic and new business efforts.
- Oversee the development and negotiation of statements of work.
- Utilize company established, branded templates and tools in the development of proposals, RFP responses, and new business presentations.
- Work to understand and ensure compliance related to internal traffic, estimating and production procedures.
- Assists in the development of production schedules as necessary.



## Required Skills

The duties and responsibilities described above are the essential functions of the job. The qualifications below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Extensive knowledge and experience developing, presenting, and executing marketing plans, campaigns and programs
- Demonstrated skills, knowledge and experience in the design and execution of marketing communications, digital advertising, and public relations activities
- Strong strategic, analytical, organizational, and personal sales skills
- Experience developing and managing budgets
- Experience training, developing, and supervising personnel
- Demonstrated experience researching and creating estimates for a broad range of agency products and services
- Experience overseeing the design and production of marketing and advertising assets
- Commitment to working with shared leadership and in cross-functional teams
- Strong oral and written communications skills
- Ability to manage multiple projects at a time
- Minimum of 10 years of experience in marketing, communications or public relations with demonstrated success in growing clients and business
- Bachelor's degree in journalism, marketing, public relations preferred. Graduate degree in related field is desirable

## Organizational Values/Expectations

Thread is a highly-collaborative, client-focused, service organization ... our industry demands this of us. For this reason, we recruit and hire professionals who are comfortable working in an environment where cooperation (among individuals and departments,) mutual respect, assistance and support are expected and required. Our brand is specifically anchored in making interactions with us "simple." We cannot deliver on this ideal if the agency is not communicating openly and working cooperatively. We place this statement in our job descriptions in support of this ideal, and to signify the importance of understanding and contributing to this philosophical and practical business approach.

## Leadership Expectations

As an Account Director, this position is considered a member of the leadership team. The position is required to uphold agency values and pursue the agency purpose and mission with enthusiasm and integrity. Specific expectations include:



### Clients First

- Always understand what the client is trying to achieve
- Execute on a higher level
- Continuously evaluate and improve
- Deliver remarkable results

### That's On Me

- Take Ownership; directly handle problems
- Be proactive in taking responsibility and offering solutions
- Learn from mistakes and adjust
- Leave it better than you found it

### Learn & Grow

- Take Ownership; directly handle problems
- Be proactive in taking responsibility and offering solutions
- Learn from mistakes and adjust
- Leave it better than you found it

### Better Together

- Take Ownership; directly handle problems
- Be proactive in taking responsibility and offering solutions
- Learn from mistakes and adjust
- Leave it better than you found it

### Do The Right Thing

- Bring positivity to the work and the workplace
- Act with integrity
- Champion the creative spirit and the diversity of thought
- Celebrate our shared successes