

## **JOB POSTING—ACCOUNT DIRECTOR**

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 40 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals. Hirons employees are especially enthusiastic and loyal because our unique structure provides each an ownership stake in the company.

Together, we daily live out the Hirons mantra: outwork, outthink, outperform. We welcome your interest in joining our talented and dedicated team.

**Be bold.**

### **Job Description**

At Hirons, account directors provide strategic counsel and high-level communications expertise to agency clients while overseeing the implementation of strategic communications plans.

Account directors are responsible for the oversight of assigned clients and they direct the work of their account teams to ensure client goals and measurable objectives are met. The account director is whom other agency staff look to for support, guidance and counsel. The growth and success of their clients and their team members are their paramount concern.

Account directors are responsible for the profitability of their accounts and are also expected to grow business, either through existing clients or new business leads. To this end, account directors must develop community connections with which to grow professionally and attract new business.

While job functions vary by client, successful account directors will:

- Oversee successful long-term work for agency clients on time and within budget
- Create comprehensive strategic plans with goals, measurable objectives, strategies and tactics that are reflective of the client's organizational goals
- Craft annual scopes of work for clients; oversee all activities within the scope of work
- Have a keen understanding of the types of qualitative and quantitative research methods and how different types can contribute to a client's success
- Effectively evaluate the success of campaigns
- Intimately understand the client's business backward and forward
- Internally manage up and down equally effectively
- Supervise a team of successful professionals who excel in their agency roles
- Generate business development leads and growth within existing client portfolio

### **Responsibilities**

- Oversee all assigned client work and account teams; maintain direct, day-to-day senior-level client contact
- Oversee growth and development of assigned accounts
- Direct work product and professional development of assigned senior account managers, account managers and account coordinators

- Identify appropriate types of research required for planning and direct the engagement of an outside research partner as needed
- Create strategic communications, marketing and public relations plans with goals, objectives, strategies and tactics; oversee implementation of strategies and tactics
- Ensure account teams and other agency departments are always aware of the client's organizational and marketing goals
- Make proactive recommendations to ensure client goals and measurable objectives are met
- Manage long-range/annual planning for assigned clients
- Present strategic communications plans, creative concepts, media recommendations or other agency deliverables to clients
- Oversee account team members with project workflow system, timeline management, and specifications for creative or media assets.
- Oversee the management of client budgets and budget charts, including monitoring hours spent on projects in process to ensure profitability
- Maintain agency projections for assigned clients and report monthly on progress; forecast yearly projections on an annual basis
- Oversee the generation of reports, including financial reports, clip reports, hours reports, optimization reports, work-in-progress reports, etc.
- Manage advertising, public relations, and digital tasks such as:
  - Ready concepts and/or copy for client review/approval
  - Reviewing media flowcharts to ensure accuracy
  - Managing email marketing campaign
  - Establishing and maintaining relationships with the media, pitching media and coordinating media requests/interviews
  - Tracking editorial or media coverage; generating client reports
  - Reviewing social media audits
  - Managing video shoots
  - Reviewing/editing/proofreading paid performance reports
- Lead weekly account team meetings; participate in monthly communications management meetings
- Attend weekly 1:1 status meetings with direct supervisor
- Identify and participate in the development of new business opportunities
- Develop connections to the community to strengthen professional development and create potential business development opportunities
- Other projects/responsibilities as assigned

Account directors report to the SVP, strategic communications & account services.

### **Staff management responsibilities**

Account directors are responsible for supervising their assigned team members - senior account managers, account managers and account coordinators. The growth and success of their team members is paramount. Account directors are responsible for completing written evaluations for all direct reports.

## **Communications Management department**

Hirons' communications management division serves as the primary interface between agency and client, managing projects across all departments to ensure each client receives comprehensive, strategic and highly effective solutions. Members of the team are tasked with direct client consultation responsibilities while overseeing and creating collaborative interdisciplinary teams across all agency service lines.

Communications Management team sets the course for strategic plans focused on relevant solutions across paid, owned and earned platforms that deliver results for each client's unique objectives. As consultants, we work alongside our clients to understand their specific organization, target audiences, products or services, and business goals – becoming trusted extensions of the client's team.

## **Required Experience/Qualifications**

- Bachelor's degree in marketing, advertising, public relations, communications, journalism or a related field
- Minimum 10 years of experience in strategic communications or related field
- Extensive knowledge of advertising/public relations/digital industries and client service
- Expert in strategic communications theory
- High-level experience in developing strategic communications strategies and tactics for top clients or organizations
- Proven ability to maintain and manage large client and agency budgets
- Demonstrated knowledge of research methodologies, including use of quantitative and qualitative, primary and secondary, and formal and informal techniques
- Motivated, organized and detail-oriented approach
- Superior verbal and written communication skills
- Ability to handle all work in an ethical and courteous manner
- Superior presentation skills
- Dynamic leadership abilities
- Proficiency in Microsoft Office, including Excel, PowerPoint, Word and Outlook

## **Character**

All Hirons employee-owners are required to uphold the highest standards of ethical practice and business conduct. Hirons holds itself to the ethical standards set by the Public Relations Society of America, the American Advertising Federation (via the Institute for Advertising Ethics) and the Interactive Advertising Bureau. As a Hirons employee-owner, you are expected to:

- Be clear, forthright, direct and sincere in every interaction – whether with clients, colleagues, the media or the public.
- Do what you say you are going to do.
- Do the right thing.
- Always act in the best interest of the client.
- Always involve the client as a full partner.
- Treat everyone with dignity and respect.
- Be the colleague you want to have.
- Never say or do anything that you would not want to be a trending topic on Twitter.
- Never disparage a competitor, colleague or client.
- Earn, preserve and protect our reputation.