

JOB DESCRIPTION

ACCOUNT DIRECTOR – COMMUNICATIONS MANAGEMENT

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 48 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: outthink, outwork, outperform.

We welcome your interest in joining our talented and dedicated team.

Hirons. **Be bold.**

Communications management department

Hirons' communications management department serves as the primary interface between agency and client, managing projects across all departments to ensure each client benefits from the most responsive and strategic service possible. Diverse in experience, driven, smart and connected, members of the team are tasked with direct client consultation responsibilities while overseeing and creating collaborative interdisciplinary teams across all agency service lines.

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. The account teams conduct research and define key performance indicators, develop comprehensive strategic communications plans, and work as liaisons to our shared services departments – creative, media, PR and digital – to flawlessly implement strategies and tactics that drive our clients' success.

Account director summary

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 bring in 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
- Produce top-level work with few edits from EVP of account services

- 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
- Be seen by clients as strategic counselors who know their business backward & 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 in existing client portfolio

Duties and 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 account managers
- Identify appropriate types of research needed to develop strategic communications plan
- Oversee appropriate research, including all types and methods; direct the engagement of an outside research partner if 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
- Develop proactive recommendations to ensure client goals and 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 preparation for client meetings, including agendas, agency work or reports
- Lead client meetings; ensure agenda topics are prepared in advance of the meeting
- Provide thorough and clear direction when giving assignments to other departments
- 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 the team remains within budget
- Maintain agency projections for assigned clients and report monthly on progress; forecast yearly projections on an annual basis
- Ensure weekly or biweekly status reports are sent to account teams (and clients, as needed)
- Oversee the generation of reports, including financial reports, hours reports, media coverage, optimization reports, work-in-progress reports, etc.
- Draft high-level written content or oversee account managers in the drafting of content
- Complete advertising, public relations and digital tasks as appropriate and/or oversee the work of account managers, examples of which include:
 - Readying concepts and/or copy for client review/approval
 - Reviewing advertising flowcharts to ensure accuracy
 - Managing email marketing campaigns
 - Establishing and maintaining relationships with the media, creating media lists, distributing media materials, pitching and coordinating media requests/interviews
 - Tracking editorial calendars and media coverage; generating reports

- Managing video shoots
 - Reviewing/editing paid media performance reports
- Ensure appropriate account team members are saving all client files to the appropriate server, including conference reports, client contracts, client records, agreements, project files and other relevant client information
- Oversee creation and maintenance of all client databases (stakeholder, vendor, etc.)
- Lead weekly account team meetings; participate in monthly communications management meetings
- Attend weekly 1:1 status meetings with direct supervisor
- Identify and assist in the development of new business opportunities with existing and potential clients; assist in the development of case studies, pitches, etc.
- Develop connections within the community to strengthen professional development and create potential business development opportunities
- Identify and participate in internal and external professional development opportunities
- Meet a billable hour goal of 80% (6.4 hours of an 8-hr day; 32 hours of a 40-hr week)
- Other projects/responsibilities as assigned

Communications management account directors report to the executive vice president.

Management responsibilities

Communications management account directors are responsible for supervising their assigned communications management senior account managers and account managers. The growth and success of their staff is paramount to them.

Communications management account directors are responsible for completing written evaluations for all direct reports.

Qualifications and skills

- 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
- Expert in branding, advertising, public relations, marketing, online/digital media and traditional media
- 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

- Proficiency with Workamajig project management software (within 60 days)
- Proficiency with Meltwater database and monitoring software (within 60 days)

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 social media.
- Never disparage a competitor, colleague or client.
- Earn, preserve and protect Hirons' reputation.

Equal opportunity employment policy

Hirons prohibits discrimination and harassment of any type and provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation and training.