

# ACCOUNT DIRECTOR

## Overview:

We are seeking an experienced Account Director who is passionate about branding, design and advertising. Specifically, you must have a proven track record of developing and maintaining successful Client relationships and experience managing various client projects including websites, traditional and digital ad campaigns, branding projects and events. You have strong knowledge and experience in all aspects of Account Management as well as strong communication skills, impeccable grammar and a keen attention to detail.

## Responsibilities:

- Brand planning for a fiscal year, defining client objectives, strategies and tactics
- Assist in leading a team to provide the utmost level of client service
- Prioritize & set expectations on key deliverables
- Ensure tactical alignment with stated goals, objectives and strategy
- Liaise with clients at a senior level on a day-to-day basis
- Promote the expansion of business with existing clients
- Manage program execution and financial performance while ensuring that overall strategy is sound and on brand
- Manage and complete projects to a specific schedule
- Use your skills to push clients, and the agency, creatively and strategically

## Qualifications and Experience:

- 8+ years advertising or design agency experience, with a minimum of 3 years at Account Director level
- University degree or a college diploma in advertising, marketing or communications
- Significant experience in professional client relationship management
- Ability to develop a full communications plan and lead execution against it
- A minimum of 5 years experience managing websites
- Understanding of website terminology and project management tools such as sitemaps, wireframes, content planning and technical specifications documents
- Familiarity with WordPress, Drupal and other CMS platforms
- Experience with the management of branding projects from strategy, design brief, logo development, brand identity rollout and brand guidelines
- Experience managing Digital and Traditional Ad Campaigns, Annual Reports, Brochures, Collateral, Social and Email Marketing projects
- Full awareness of creative processes and techniques, print production and digital platforms
- A solid understanding of SEO and SEM and web analytics tools
- Knowledge of Google Adwords
- Strong independent decision-making, organizational, planning and problem-solving skills
- The ability to plan and strategize at a senior level
- A persuasive and confident approach to creative projects
- A keen attention to detail and budgetary restraints



For consideration of the above position, please send your resume including salary expectations to Kathryn Kelly, RBK Advertising + Design, P.O. Box HM 2678, Hamilton HM KX, or email to [katy@rbk.bm](mailto:katy@rbk.bm). Tel: 296-2013. Closing date: **July 16th, 2020.**