

## Job Description

Job Details	
Position (Title)	Account Director
Reports To (Name & Title)	Group Director
Direct Report(s) (Title(s))	Account Manager / Account Coordinator
Department	Account Service
Job Type (Exempt / Non-Exempt)	Exempt
Location (Ex: Jacksonville, St. Petersburg)	Collier County preferred. Lee County, or within 2-hour drive distance from Naples, FL also possible.
Overview	
Position Summary  (Complete the bolded sections)	<ul style="list-style-type: none"> <li>Paradise Advertising &amp; Marketing, a full-service marketing firm, headquartered in St. Petersburg, is seeking an <b>Account Director</b>.</li> <li>The person acts as the key individual responsible for leading all assigned accounts. This person must have agency experience and DMO/Travel and Tourism experience is preferred.</li> <li>This position is supervised by the Group Director and works closely with all departments within the agency to service the client – that includes Creative, Media, Public Relations, Social Media and Digital. The position is lead representation of the agency and oversees every aspect of the accounts/clients assigned to them.</li> </ul>
Character Traits  (Standard / Feel free to add more)	<ul style="list-style-type: none"> <li>Extremely organized, proactive, self-starter with an upbeat, positive, “can do” attitude, and an ability to adapt and adjust to a variety of situations.</li> <li>Must possess a strong work ethic and takes pride in the quality of their work.</li> <li>Should be resourceful and an excellent troubleshooter that keeps going until they find an answer.</li> <li>Should demonstrate keen attention to detail.</li> <li>Team player who helps contribute however needed.</li> <li>Is a bigger picture thinker – can think strategically and not just tactically.</li> <li>Able to build trust and long-term relationships with clients.</li> </ul>
Responsibilities	

- Responsible for the leadership, ownership and ultimate accountability of the success of Paradise's relationship with the assigned clients.
- Accountable for managing all aspects of the client/account while managing agency profitability – budget, client relationships, account support team and ensuring strategic plan (including messaging strategy) is executed correctly, on time and on budget.
- Lead the coordination of client planning - develop timelines and milestones and direct planning processes alongside the Group Director and senior strategic leads. Manages/coordinates all departments involved as well as client involvement. Presents plan to client and stakeholders upon completion.
- Monitors clients' Key Performance Indicators and Performance Metrics, based on predetermined annual benchmarks/goals, and informs supervisors of opportunities to improve performance or where we are performing well.
- Responsible for coordinating and communicating and outlining the scope of services for the annual renewal process; key point of contact with the client for all communication during the renewal process.
- Accountable for monthly intelligence insights, reporting coordination and development.
- Responsible for forward planning – able to take the lead and responsibility for internal teams to manage and head off any problems. Or determines when to pull the management team together to plan for dealing with any issues before they happen.
- Develop project / campaign strategies in partnership with strategic leads, ensuring projects are delivered to a high standard from conception to final execution.
- Leads and communicates clearly with account team to successfully execute campaigns and projects based upon client objectives and to keep campaigns/projects on schedule.
- Able to maintain and set agency internal standards, ensures strategy and creative work presented is on strategy and is an appropriate response to the brief. This includes the development of the brief.
- Lead development of client campaign and project case studies, which include award submission entries.
- Sets and manages the expectations of the client and the team in terms of agency deliverables.
- Seeks to always uphold the agency process and actively encourages and ensures the members of Client Services and Delivery teams adhere to the process.
- Follows agency SOPs.

### Qualifications / Experience / Requirements

- Minimum 5 years of experience in account management at an advertising agency or in a directly client facing role.
- Experience with tourism, attractions, or hospitality clients a definite plus
- Experience with any of the major agency project software systems such as Workamajig
- Experience with all types of marketing such as Creative, Digital, Social, PR, Media
- Experience and ability to lead internal teams, guide, nurture and grow direct reports.
- Proven ability to develop close relationships with clients, vendors and internal team members.
- Stellar presentation skills – building, writing and delivering presentations.

St. Petersburg (HQ)  
+ Jacksonville + Orlando  
+ Naples + St. Augustine

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- Forward and outside the box thinking and ideation.
- Proficient in the Google suite of products and all Microsoft Office Suite, especially Excel and PowerPoint
- Excellent critical thinking abilities - This is not a position for a linear thinker or task manager.
- Strategic thinking and ability to look at the big picture and how the various strategies and tactics would fit into the client's overall plan

## Salary

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