

## Job Description

Job Details	
Position (Title)	Account Director
Reports To (Name & Title)	Group Director / VP Client Strategy
Direct Report(s) (Title(s))	Account Manager / Executive / Coordinator
Department	Account Service
Job Type (Exempt / Non-Exempt)	Exempt
Location (ex: Jacksonville, St. Petersburg)	TBD
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 preferred.</li> <li>This position is supervised by the VP, Client Strategy and/core 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 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, flexible to change, 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 excellent troubleshooter that keeps going until they find an answer</li> <li>Have an affinity for 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> </ul>
Responsibilities	
<ul style="list-style-type: none"> <li>Leadership, ownership and ultimate accountability for the success of Paradise’s relationship with Client.</li> <li>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, ensuring project details in Workamajig are accurate</li> <li>Works with account team and operations team to resolve billing discrepancies and approves invoices for payment.</li> <li>Lead the coordination of client planning - develop timelines and milestones and leads processes alongside of VP, Client Strategy and/or your Group Director. Manages/coordinates all departments involved as well as client involvement. Presents plan to client and stakeholders upon completion.</li> <li>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.</li> <li>Accountable for monthly intelligence insights, reporting coordination and development.</li> </ul>	

- Responsible for forward planning – able to take the lead and responsibility for Client Services and Delivery 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.
- Sets and manages the expectations of the client and the team in terms of agency deliverables.
- Seeks to uphold the agency process at all times and actively encourages and ensures the members of Client Services and Delivery teams adhere to the process.
- Leads and communicates clearly with account team to successfully execute campaigns and projects based upon client objectives and to keep campaigns/projects on schedule.
- Lead development of client campaign and project case studies, which include award submission entries.
- Follows agency SOPs.
- Responsible for coordinating and communicating and outlining the scope of services for the annual renewal process.
- 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.
- Available to travel, as needed, to service clients.

### Qualifications / Experience / Requirements

- Minimum 7 years of experience in account management at an advertising agency or client direct 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
- 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

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