

Account Director – Integrated Corporate Communications

Broad Reach Communications is a boutique Toronto-based PR agency specializing in earned and social media programs. We are a values-based agency where every team member is committed to learning and growing while having fun and building meaningful relationships through meaningful work.

What We are Looking For

Broad Reach is adding an Account Director to its growing team. The right person is someone with strong experience in corporate communications. They have managed integrated communications programs, including PR, social media, thought leadership and executive profiling campaigns. They have led client accounts, including day-to-day client service and quality control. They have provided strategic counsel, led account planning and execution and want to help others learn and grow. They have a desire to help grow the agency and help improve and innovate our approach and services. They're ready to be all in while living our agency's 'Always Better' values. Ultimately, they are ready to step up, think big and have the best agency experience of their career.

Responsibilities

Model our 'Always Better' charter

- Model agency values for the team. Hold team members accountable for the same.
- Be vulnerable, open minded and willing to discuss strengths and weaknesses objectively.
- Set and pursue challenging goals for you and your team to produce 'Always Better' outcomes.
- Be willing to challenge the status quo and respectfully share truthful opinions.

Lead a high-performance team

- Set the tone for your team by providing exceptional client service, developing strong client relationships and exceeding client needs and expectations.
- Drive a culture of excellence while building a positive and collaborative culture.
- Oversee quality of team assignments including writing, pitching, proposals, and reporting.

Grow a high-performance team

- Actively mentor, coach, manage and grow a high-performance team.
- Develop staff to achieve more senior roles.
- Provide ongoing, constructive feedback to team, consistently holding them accountable and address underperformance in the moment.
- Ensure performance expectations are set and reviewed quarterly.

Build strong client relationships

- Serve as the primary or senior strategic contact for clients. Create strong client connections.
- Develop and oversee account teams' performance, ensuring quality work is done, efficient processes are in place, and client requests are handled in a timely fashion to their satisfaction.
- Advance a strong point of view and recommendations based on client landscape and needs.
- Take immediate action upon client feedback to help solve problems.
- Have difficult conversations to create positive client and team outcomes.

Deliver outstanding integrated communications

- Develop, manage and report on results for integrated communications strategies/campaigns.
- Create research-driven communications to give clients a strong and differentiated voice.
- Develop articles, social media posts, blog post as well as polished PowerPoint presentations.
- Monitor traffic and conversion rates through Google Analytics.
- Develop analytics reports, leveraging insights from Twitter and LinkedIn.

Grow the agency

- Demonstrate a proven capacity and desire to win new business.
- Lead and participate in new business activities.
- Identify new business prospects and lead business development activities to grow the business.
- Identify new growth opportunities based on insights into clients, industries and the economy.
- Assist with marketing, PR and social media activities to raise agency awareness and help it grow.

Manage account financials

- Forecast revenues and benchmark progress monthly to meet profitability and revenue targets.
- Ensure your team develops, manages and works within program budgets, flagging potential issues immediately both internally and to the client. Negotiate client and vendor contracts.
- Develop and manage budgets (including billing and reconciliations).
- Model and oversee activities around recording, submitting and approving time and expenses.

Your qualifications, skills, experience and values

- At least 10 years in a PR agency with progressive client management experience.
- Experience in and a love for managing clients, projects, and people in a fast-paced environment.
- A passion for working in our industry and for delivering the best work possible.
- Full alignment with our 'Always Better' values-based charter.
- Understanding of the media/social media landscape and a background in earned media.
- Experience developing and executing media relations and social media strategies for clients.
- Strong EQ, oral communications and corporate writing skills.
- Proven ability to manage large projects and budgets, as well as teams.
- A bachelor's degree in a relevant field from an accredited college or university.
- Proficiency with Microsoft Office (Outlook, Word, Excel and especially PowerPoint).

Working with Broad Reach

We recognize that this is a demanding and fast-paced industry, and that the most important asset we have is our people. We offer:

- Competitive salary and benefits.
- Opportunity to learn and grow, personally and professionally.
- Great clients, strong corporate culture and exciting projects.
- An opportunity to accelerate your career in an entrepreneurial, flat agency structure with limited bureaucracy and daily access to senior leadership.
- A flexible, inclusive, supportive, caring and values-based culture that encourages and facilitates continuous learning and career-coaching.

Job location

This full-time role is based in Toronto.

Contact us if this is a good fit

If you thrive in a fast-paced creative environment that offers plenty of growth potential and career development, please submit your resume, a cover letter and salary expectations to careers@brpr.ca.

Notifying applicants

Only applicants with experience at public relations agencies and the right level of experience will be considered. Only those candidates short listed for an interview will be contacted.