

ACCOUNT DIRECTOR JOB DESCRIPTION

Role overview

Broad Reach's Account Director has proven success building strong client relationships and accounts, managing projects and budgets, writing strong communication materials, and growing PR agency team members. They provide strategic counsel, manage client risk, and are the final person to review to ensure deliverables are properly proofed and client ready. They have a desire to have open and honest conversations, gain feedback to help themselves and others learn and grow and have a burning desire to grow the agency. They are truly "In a League of Their Own."

Type of work you'll support

Some of the most respected global and national organizations trust Broad Reach to drive their business results, their visibility and their reputations. In this role, you will support clients across the professional services, financial, technology, telecom and other sectors. Here's an overview of your role and responsibilities:

Build strong client relationships

- Provide exceptional client service, develop strong client relationships and exceed client expectations.
- Foster client trust by providing sound and strategic recommendations based on their goals.
- Update clients on a regular basis so they have full visibility into account activities and progress.
- Ensure requests are handled by the team within desired timelines and to the client's satisfaction.
- Solicit regular client feedback to determine satisfaction levels; take immediate action on feedback.
- A love for managing clients, projects, and people in a fast-paced environment.

Develop and deliver high quality communications that drive business results

- Develop and deliver client communications strategies from start to finish in consultation with clients.
- Develop social media and PR strategies; manage social and PR campaigns.
- Write, edit and finalize client materials.
- Oversee the development of communications materials that drive visibility for our clients.
- Proof your and the team's work to ensure materials are error-free and client-ready.
- Work with polling companies to develop newsworthy data for client thought leadership.
- Create research-driven communications to position clients as thought leaders and drive visibility.
- Oversee the development of campaign metrics/results reports, tying them to business objectives.

Ensure efficient and effective processes are used to manage client accounts

- Manage client accounts and conduct annual account planning with the support of team members.
- Develop and oversee the implementation of efficient and effective work processes.
- Model, manage and oversee team members in their use of client and agency processes.

Manage the workflow of team members

- Brief team members on all the specifics and nuances required for the delivery of client materials.
- Project manage team workflow to deliver client projects on time and on budget.
- Have open and honest conversations with team members and provide feedback in a constructive and compassionate way that helps them deliver on their tasks and grow their skills.

Manage client financials

- Develop and manage budgets, including the oversight of monthly account reconciliations and billings.
- Forecast client revenues and benchmark progress monthly to ensure projects stay on budget.
- Scope out project budgets and ensure team members work within their time allocations.
- Negotiate client and vendor contracts.
- Ensure all team members are entering time and expenses in real-time.

Grow the agency

- Assist with marketing, PR and social media activities to raise agency awareness to drive business.
- Demonstrate a proven capacity and strong desire to win new business.
- Lead and participate in new business activities.
- Identify and proactively propose client new business opportunities.

Provide team leadership

- Coach and nurture junior team members to improve their skills.
- Identify training needs in junior team members and recommend an action plan to agency leader.

Own your outcome

- Proactively seek mentoring, coaching and feedback and be willing to learn, grow and evolve as a result.
- Develop performance expectations for your role; review and update them quarterly.
- Participate in a regular 1:1 meetings with the agency president to manage your growth and career.

Live and model our “In a League of Our Own” agency charter

- **We put people first:** We have open and honest conversations, provide feedback in a constructive way and manage compassionately. When we foster trust and build strong relationships, we all succeed.
- **We demand excellence:** We bring the best version of ourselves to work and exceed the high standards and goals we set. We are always learning, improving and growing.
- **We act like owners:** We expect everyone to act like an owner with respect to the decisions they make, no matter how big or small. We think big, have fun and are kind, caring and giving by nature.
- **We take intelligent risks:** We propel our agency forward by taking intelligent risks. While being this bold doesn't always work out, we are open about our mistakes, learn from them, and move on.
- **We live and feel our best:** When we sleep better, we eat better, we move better, and we think better. We know that this ripple effect allows us to live, feel and perform at our best.
- **We drive business results:** Everything we do is ultimately driven by our passion to create value for our clients and grow our agency.

Your experience

- Approximately 10 years in the PR industry with progressive client and team management experience.
- A passion for working in the PR industry and commitment to bring your best self to work.
- Strong EQ, oral communications and problem-solving skills.
- A bachelor's degree in a relevant field from an accredited college or university.
- Proficiency with Microsoft Office (Outlook, Word, Excel, and PowerPoint).

Working at Broad Reach

Here are some of the benefits associated with working at Broad Reach:

- Competitive salary and benefits package.
- Investment in your learning and growth.
- Great clients and exciting projects.
- Accelerate your career via direct mentorship and access to senior leadership.
- Flexible, inclusive, supportive, fun and values-based culture enabling continuous learning & growth.
- The benefit of working in a PR agency that puts people first and that has no bureaucracy or politics.

Job location

This full-time role is based in Toronto both virtually (due to COVID-19) and occasionally at 330 Bay Street, Suite 1500.

For further information

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