



## **Role: Account Director**

**POSITION REPORTS TO CEO**

**POSITIONS REPORTING TO THIS POSITION; Account Managers and Account Coordinators**

**PRINCIPAL RESPONSIBILITIES: *(Include but not limited to:)***

- Manage senior client relationships in all above and below-the-line media strategies
- Work with a talented group of Account Managers, Account Coordinators, Designers and Producers in developing and managing media strategies
- Seek new opportunities through existing client relationships
- Negotiate with media on rates and positioning in alignment with the objectives of the client base
- Provide proactive solutions across all mediums including press, radio, TV, ambient and digital platforms
- Be able to administer the advertising process from strategy and planning to final execution
- Lead and develop team members
- Determine and deliver strategies that will grow our client base and profit line
- Be a trusted advisor to our clients. Develop deep relationships that deliver for both parties

**KEY POSITION CRITERIA: *(Core Competencies, Qualifications & Role Requirements)***

- Proven leader of teams in a fast paced, nimble environment
- Ability to develop strong relationships at all levels both internally & externally
- Strong personal values regarding client service delivering on the McKenzie promise with integrity
- Resilient and persistent
- Strong grasp of financials
- Excellent problem solving and negotiating skills
- Positive and enthusiastic attitude with the ability to inspire the same in others
- Strong team player
- Developer of talent within
- Excellent communication (written and verbal)
- Highly organised, detailed and proactive
- Excellent knowledge of all marketing strategies including media and digital
- Excellent influencing skills
- Strategic thinker