



Job Description

Position: Digital Account Director

At Further an *Account Director* is a senior-level position that is expected to serve and satisfy multiple large & mid-sized accounts simultaneously. Total annual billings, (excluding media spend) managed should be approximately \$500,000. This position may be a management position.

Key skills required include:

- Online Marketing
- Web Analytics
- Account Management
- Campaign Planning
- Customer Relationship Management
- Strategic Planning
- Media Management

An overview of responsibilities includes developing and implementing programs and strategies to form advertising campaigns for clients' products or services, communicating expectations of projects internally and ensuring that results meet client expectations, and managing project lifecycles to ensure timely completion of deliverables within client budgets. Additionally, the Digital Account Director should serve as a technical expert and mentor during the production process and look for ways to further develop the account and fulfill future needs.

In this position you will be responsible for the following duties, among others:

- Serve as the primary daily client contact for multiple large & mid-sized accounts
- Organize and attend client meetings in person or by phone as requested
- Analyze and interpret historical campaign performance and apply knowledge to future campaign strategies and planning
- Ensure timely delivery of services to clients, including creative briefs, testing strategies, campaign launches, and reporting
- Build campaign-level annual budgets and present to senior leadership for feedback
- Recommend segmentation strategies for refinement or expansion of audiences



- Research new digital marketing channels/opportunities for clients
- Participate in and/or lead campaign strategy and test recommendation discussions with clients
- Work with senior leadership to develop and deliver additional client services including modeling solutions, digital acquisition opportunities, and advanced analytical products
- Analyze client efforts for opportunities to improve response, value, and/or cost per order
- Obtain results from 3rd party vendors and provide to Data Analyst for aggregation
- Lead efforts toward procurement, placement and trouble-shooting for tracking & conversion pixels
- Create quarterly program review presentations for each client in conjunction with Data Analyst and senior leadership
- QC monthly billing
- Manage team members working on digital projects to make sure they understand the task expectations and that they meet and exceed them
- Improve standardization, efficiency, organization and client friendliness of digital processes and deliverables
- Help achieve digital team's annual revenue goals through client retention efforts, upselling and prospecting
- Monitor new and ongoing trends in digital marketing and share with the larger Further team as warranted
- Serve as a lead digital marketing strategist for Further clients and internal teams, with the ability to develop strong ideas and plans to reach goals

Specific Deliverables:

- Prepare annual client budgets for review by Executive Management
- Create monthly client media budgets and tracking documents to monitor them
- Recommend remediation tactics to clients if campaigns fall short to budget
- Create and monitor vendor insertion orders for channels such as Display, Search, Lead Gen, etc.
- Write creative briefs and creative copy for digital advertising as required
- Create testing plans for digital ads and content, and execute and report on them as required
- Deliver weekly performance updates and project status documents to all clients, along with campaign update reports as necessary
- Create quarterly reports for all major clients
- Prepare fiscal year-end memo for major clients as requested
- Conduct monthly client status calls with internal senior leadership team
- Produce campaign production schedules for clients when necessary
- Notify Executive Management of any staff turnover with clients or agencies within 24 hours
- Monitor industry trends and competitor/non-profit activities



- Attend designated industry functions to represent Further in a positive light
- Engage new business prospects and inform Executive Management of potential opportunities
- Create digital services briefs and case studies for potential new clients
- Provide technical trouble-shooting and serve as a bridge between client ops teams and vendor ops teams

Qualified candidates will have the following characteristics:

- 8+ years of experience in digital marketing

Salary will be commensurate with your experience executing the responsibilities above and with your ability to improve the productivity of Further's current and future operations. Our goal is to employ A-level players.

An A-level player is one who's pay-scale and skill sets combine to make them one of the top 10% at their level within the industry.

- Advanced certifications in areas of expertise such as Google Analytics and/or Adwords are viewed favorably.
- Solid competency MS Office, including PowerPoint and advanced Excel (pivot tables, v-lookup, etc). is required regardless of industry experience.
- Solid written and verbal communication skills, paired with the demonstrated ability to organize your work and continuously manage competing priorities.
- Work within non-profits and/or agencies is preferred but not required.
- Your attitude must be positive, flexible, and focused, with an emphasis on a can-do, hands-on approach and philosophy.
- The ability to operate independently and proactively is a must, as is the ability to operate in a challenging, fast-paced environment.



- The nature of our business and client portfolio demand an 'always-on' mentality. Occasionally, situations arise that require immediate attention outside of normal business hours and it is expected that the Digital Account Director will be available, aware, and able to respond in a timely fashion.
- While individual competency is highly valued, a willingness to be a flexible and proactive team player is also critical.

Further's Senior Leadership team is committed to continual improvement on a personal and corporate level. We will provide opportunities and a supportive environment for you to succeed but the above characteristics and work-ethic are mandatory to achieve that success.

Above all else, our clients come first. We are committed to leading our industry in *Service, Solutions,* and *Success.*