



Job Description

Position: Digital Account Director

The *Account Director* is a mid to senior-level position that is expected to serve and satisfy multiple accounts simultaneously. This role requires customer relationship building, media buying proficiency, creativity, and an analytical mindset.

Key skills required include:

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

An overview of responsibilities includes developing and implementing strategies to deliver successful charitable fundraising and advocacy campaigns, 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 to the Media Manager 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 up to four (4) accounts
- Organize and attend client meetings in person or by video/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



- Lead campaign strategy and test recommendation discussions with clients
- Work with senior leadership to develop and deliver additional 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
- 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, Media Manager and senior leadership
- QC monthly billing
- 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

Qualified candidates will have the following characteristics:

- 6+ years of experience running digital advertising across various platforms and 3+ years of independent client management
- 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 thrive 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.*