

# MARKETING DIRECTOR / MANAGER

As a senior account manager you will be responsible for the relationship between Outcrop and our clients. You will look after clients' needs through direct contact, liaison, and the marshalling of agency resources. You will be the key, day-to-day Outcrop representative to clients and maintain a highly responsive service orientation. You will be knowledgeable in both clients' businesses and the Outcrop's operations and team member capabilities and strengths. You will review all strategic and media decisions formulated by the various operating departments before they are delivered to clients. As account manager you also review all creative concepts to confirm whether they meet strategic goals, completeness and expected quality before delivery to the client for approval. You have agency experience combined with strong verbal and written communications skills, capability for analytical thinking, and a strong sense of entrepreneurship, dynamic presentation skills, personal organization, and interpersonal skills.

## Responsibilities:

- Maintains direct, day-to-day, senior level client contact.
- Directs the activities of account coordinators to ensure proper agency service to clients.
- Works in a proactive manner to provide client marketing plans with the greatest amount of added value through communications.
- Receives client briefings.
- Analyzes client input, together with background knowledge, research, field feedback, etc., to produce full communications plans.
- Directs communications strategy formation.
- Briefs creative and internal staff in support of account coordinators.
- Ensures technical and product representations are appropriate.
- Provides creative, production, media, public relations and interactive department personnel with well-documented input, support data and production materials as required; ensures that advertising strategies are clearly defined, approved by clients, and understood by the creative and media groups.
- Provides clients with budget updates.
- Keeps apprised of all relevant client, industry and market developments.
- Coordinates and authorizes quotations for client approval.
- Assists in preparation of client invoices.
- Liaises with research personnel and other non-creative freelance resources.
- Checks and approves copy, design, and production art, and coordinates client approval of same.
- Coordinates project timing and budgets with all relevant team members.
- Writes Client Contact Reports; reviews important developments with relevant account coordinators.
- Prepares month-end overviews of client's current activities, and monthly revenue forecasts, plus plans for future development of accounts.

## MARKETING DIRECTOR / ACCOUNT MANAGER

- Seeks out new partnership opportunities for campaigns, contests and promotions.
- Represents the agency at industry functions—promotes the agency at every opportunity. Is fully familiar with agency credentials and specialties.
- Continuously works to upgrade knowledge and skills through available reading, courses and seminars.
- Other duties as required