



## ACCOUNT DIRECTOR

The ACCOUNT DIRECTOR (ADR) is responsible for the relationship between the agency and client. The ADR will generally look after client needs through direct contact, liaison, and the marshaling of agency resources. The ADR will be the key, day-to-day agency representative to the client and will maintain a highly responsive service orientation in all transactions. They must be knowledgeable in both the client's business and the agency business. The ADR supervises performance with accounts, and reviews all strategic and media decisions formulated by the various internal or external resources before they are delivered to the client. The ADR reviews all creative concepts to confirm whether they meet strategic goals before they are delivered to the client for approval. The ADR is responsible for keeping regular contact with all assigned accounts within the agency.

1. Maintains direct, day-to-day, client contact.
2. Works in a pro-active manner aimed at providing clients' solutions with the greatest amount of value added through communications.
3. Produces and distributes all client briefings and correspondence on a daily basis, both internal and external.
4. Analyzes client input, together with background knowledge, research, field feedback, etc., to produce full communications strategies.
5. Devises communications strategy.
6. Briefs Creative and other staff on all project details.
7. Provides FUEL team with well-documented input, support data and production materials as required.
8. Supports the Creative team in selling concepts and plans. In the absence of Creative personnel, presents and sells effectively communications plans, strategies, concepts and plans to client.
9. Provides clients with budget updates and change orders.
10. Monitors hours logged for all client projects and communicates to team to ensure time in managed appropriately; provides client with budget variance reports.
11. Keeps apprised of all relevant client and market developments.
12. Coordinates and authorizes quotations for client approval.
13. Reviews completed jobs and forwards to Accounting for billing.
14. Liaises with research personnel and other non-creative freelance resources.
15. Checks and approves copy, design, and production art, and coordinates client approval of same.
16. Coordinates project timing and budgets with all relevant agency personnel.
17. Delivers weekly Status Reports.

18. Responsible for managing and organizing all client related support materials such as photography, products, illustration, product literature, etc.
19. Responsible for maintaining up to date files of competitive information from our client's markets through trade research.
20. Actively seeks out new business opportunities with existing clients and plays a supportive role in their development.
21. Represents the agency at industry functions – promotes the agency at every opportunity. Is fully familiar with agency credentials and specialties.