



3336 Richmond Avenue  
Suite 200  
Houston, TX 77098  
Tel. 713-877-8777  
Fax. 713-877-8796

## **Job Description**

### **Position Title: Account Director – Retail**

- ✓ ***This position supports RETAIL brand(s)***
- ✓ ***This position supervises 2+ team members***
- ✓ ***This position reports to Executive Group Account Director***

#### **Scope and Position Objective:**

The Account Director's central objectives are:

- to manage the clients' business properly, professionally and efficiently
- to build and uphold the relationship between the clients and prospective clients of the agency
- to ensure that the relationship is managed at a profitable level and that agency revenues and profits increase over time

#### **Principal Responsibilities & Duties:**

- Ensures a durable relationship with the client by applying knowledge of client's business/industry, the agency business, Hispanic and total market segments as well as the end-consumer to profitably grow client businesses, and expand the client-agency relationship
- Coordinates with all areas within the agency including but not limited to Creative, Traffic, Media, Accounting, Public Relations and Research to ensure that all elements within the agency are fully utilized as appropriate to further enhance the output for the client
- Proactively manages and is accountable for multiple projects, disciplines, team members and clients to ensure that all deliverables and commitments are upheld and expectations of clients, team members, and partners, are met and exceeded
- Possesses strong experience in B2B marketing communications, public relations, promotions, and digital marketing
- Communicates and reviews documents, presentations, and communications in English and (reading, writing, speaking)
- Analyzes reports, briefs, and documents relating to quantitative and qualitative marketing KPIs to ensure effective, profitable, and successful completion of projects
- Uses strong organizational skills and ability to multitask, improve agency efficiencies, and streamline operational processes with attention to detail and follow-up
- Employs strong customer/client service orientation to strengthen relationships with contacts and partners

#### **Specific Functions:**

- Interacts with client contacts and agency stakeholders on a regular basis to proactively address requirements and to develop strong client relationships.
- Pursues agency growth in the course of regular business, identifying opportunities for agency input and profit. Seeks client feedback and input to enhance the agency's position as a client resource and subject matter expert.



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- Uses effective and professional communication in client interactions and proactively addresses client requirements in a timely manner. Ensures client needs and expectations are well understood and communicated within the agency.
  - Develops reports, socialization materials, and other records to document client contact and ensures that the team memorializes client sessions and shares status reporting as required within the agency.
  - Oversees and manages the performance of subordinates and serves as the first level for developing the team through training, sharing of insights, practices, and methodologies.
  - Translates the clients' business objectives into clear and concise directives for team members and other departments to ensure productivity successful marketing and advertising programs that meet and exceed the clients' needs and business objectives.
  - Participates in agency meetings and client meetings as an active participant, contributing to the dialogue with relevant information and suggestions and presents alternative solutions when voicing a problem or issue.
  - Clearly understands the revenue dynamics of the billing for the client and recommends business development activities within the client relationship in pursuit of business growth and profitability.
  - Reviews all invoicing prior to submission to client to ensure error free invoicing goes out on a timely basis.
  - Assists senior management with budgets and staffing to ensure agency fees are well managed for the client and profitability is optimized for the agency.
  - Coordinates project timing and budgets with all relevant agency personnel and manages the process for timelines and estimates so that the agency can respond proactively and effectively to the client's needs. Prioritizes own activities in alignment with client requirements and alerts supervisors when priorities are in jeopardy.

#### Background/Experience/Education/Skills:

- Fluent in English & Proficient/Fluent Spanish (both verbal and written)
- Minimum Bachelors Degree in Business Administration, Communications, Advertising or Marketing or work experience in lieu of education
- Superior analytical and organizational skills
- Robust interpersonal skills
- Leadership skills that include self-direction and internal motivation
- Strong collaboration skills in a group or team setting
- Knowledge of Microsoft products such as Word, PowerPoint, Excel and email systems
- Past agency experience of 7+ years desired; client-side experience working with an agency is a bonus