

# LEDGER BENNETT

## Account Director

San Francisco Bay Area, United States

Ledger Bennett are looking for an experienced Account Director to join our team in The Bay Area.

### What will my new role involve?

Joining our team as an Account Director, you will be responsible for growing both existing and potential client accounts on the West Coast. As the Account Director, you will be responsible for taking on our clients' complex business challenges, breaking them down into actionable slices, and pairing them with appropriate expertise and teams. You'll serve as the connector between your clients and your team, by translating business challenges into detailed briefs that motivate and empower your team.

### In your new role you will be responsible for:

1. **Client Leadership** – Taking ownership for success and financial growth of key B2B Clients. Developing a deep understanding of our client's market, business model, and business problems in order to serve effectively as trusted advisor and introducing new opportunities accordingly while mitigating risks.
2. **Project Delivery & Strategic stewardship** – Ensuring all work delivered is flawless, meets high standards and reflects B2B best practices. You will develop recommendations grounded in data and sell strategic, innovative thinking and powerful ideas that meet the client's objectives. Proactively deliver subject matter and strategic expertise services.
3. **Internal Leadership** – Managing, growing, and developing a team across capabilities. Instilling confidence and motivating the team to achieve highest potential.
4. **Financial management** – actively managing financial metrics and health of the clients. You'd have commercial ownership of your Client Account Group.
5. **Business growth** - seek out cost-saving measures whilst identifying and tracking opportunities for growth within existing client accounts that achieve forecast and growth goals. Have a clear understanding of Ledger Bennett's various services and offerings to identify opportunities that add value and support clients' needs.

### Our ideal Account Director

If you are a commercially savvy, proactive, fast thinker, this is the perfect role for you! You will need to be driven and employ your extensive experience of client services to develop your account base and succeed in your new role. You will require the following skills to succeed:

- Experience in Client Service, preferably at a B2B Marketing Agency, as a client lead for a \$1 million plus annual account (preferably a B2B client)
- eCommerce and SAS/tech client experience is desirable
- Proven experience in relationship building
- Analytical and strategic experience

- Depth of knowledge in B2B marketing across core disciplines, including marketing automation, media, content and creative as it relates to lead generation
- Team builder with strong leadership skills; Line Management of an Account Manager
- Skillful at motivating and understanding various delivery teams while anticipating and resolving any conflict quickly and effectively
- Flexibility to accommodate time zones, remote working and national / international travel when required
- Ability to communicate in a clear, concise and well-crafted manner, with strong presentation, verbal and written skills
- Knowledge of the following types of campaigns desirable...
- Web design/development
- SEO
- User experienter
- Content strategy
- Content management
- MarTech

### **What can we offer you?**

As our Account Director, you will be entitled to a **highly competitive salary of up to \$120,000 - \$130,000** plus a range of benefits including:

- Generous PTO allowance of 20 days per year
- Health Insurance with Vision and Dental
- Company Wellness plan with Gym discount
- Flexible working style
- Personal development with a People Framework
- Generous 401K matching
- Team events
- Life insurance
- Jury service Paid

### **Why work for Ledger Bennett?**

At Ledger Bennett you will implement best-in-class marketing solutions and adopt new and emerging technologies.

We are a well-established business of experienced digital marketing professionals working in global teams to deliver data driven solutions to complex marketing, sales and customer success problems.

We are growing rapidly with new offices in London, San Francisco and Chicago established in 2017. Joining us now you will be part of a fast paced and innovative agency and will have a chance to be a key part of this growth.

**If you have the skills and experience to excel as our Account Director, click [APPLY](#) with your resume.**