

Account Director

Ledger Bennett Denver, CO - United States (Remote)

Are you keen to further your career in marketing for a progressive forward-thinking agency? Do you enjoy working in a fast-paced environment, using the latest digital channels? We are experts in B2B demand generation, offering services from strategic consultancy through to campaign execution. This role offers the opportunity to grow within our Media Team, delivering campaigns via channels such as Paid Search, Paid Social, programmatic, and SEO.

We are Ledger Bennett

Our fast-growing agency is filled with some of the most talented people in the industry—and we're on the lookout for more. If you're ready to grow your career, develop new skills and deliver incredible work for our clients, come join us at one of our offices in London, San Francisco, New York, or Chicago.

In your new role you will be responsible for:

- 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.
- 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.
- Internal leadership – Managing, growing, and developing a team across capabilities. Instilling confidence and motivating the team to achieve its highest potential.
- Financial management – actively managing financial metrics and health of the accounts. You'd have commercial ownership of your Client Account Group.
- 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
- Strong attention to detail
- Knowledge of the following types of campaigns is desirable
- Content strategy & management, Paid media & social, User experience, Web design/development, SEO, User experience, MarTech

What can we offer you?

As our Account Director, you will be entitled to a highly competitive salary plus a range of benefits including:

- Medical/Dental/Vision Coverage (100% premiums paid for employee + 50% premiums paid for dependent)
- Life Insurance with 100% Paid Employee Premiums
- Unlimited PTO!
- 401 (k) with Employer Contribution
- International Travel Benefits (We host an annual holiday party in London!)
- Free and confidential access to our award-winning Employee Assistance Program (EAP)
- An innovative approach to employee development through our People Framework

- Corporate Social Responsibility (CSR) activities (In 2021, we are partnering with Mental Health non-profits to support their goals; involving our team in mental health workshops, wellness Wednesdays, and more)
- Create your own WorkStyle: As long as it works for your clients, your manager, and you, we trust you to make the call on where, when, and how you work!
- Employee Referral Bonus (\$675 per role)
- Wellness perks including 24/7 TeleDoc, Discounted access to hundreds of gyms w/ company-paid joining fees, complimentary counseling services, and more!

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. Join us to be part of a fast-paced and innovative agency and 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 CV.