



## ACCOUNT DIRECTOR – JOB DESCRIPTION

The Hatchery Marketing Group (THMG) is a full-service marketing agency. THMG is a 'virtual' agency, with a team of self-starters who are flexible, independent and motivated. They come to the table with a start-up mentality, driven with a sense of ownership, pride and accountability.

At THMG, strategic ideas are developed from genuine, actionable insights, fortified with proven and tested behavioural patterns, and distributed along the path-through-purchase where they can be the most relevant and impactful. The results are campaigns that are not only attractive but also effective, drive long-term results, and meet clients' business objectives.

THMG is looking for an Account Director to join our growing team! If you have a passion for developing exciting consumer and shopper marketing campaigns, a strong critical thinker and passionate about client service, this may be the opportunity for you! The Account Director will lead and manage the relationship with key clients, while driving results by effectively managing campaigns from strategy through to execution.

- Reports to the Director of Client Services
- Full-time role
- Virtual office set up – candidate must have a dedicated working space at home

### WHAT YOU'LL DO

#### LEAD

- Be a client champion who is passionate and immersed in their clients' business needs, categories and brands, working to strategize, plan and execute campaigns that drive their business objectives and exceed expectations
- Day-to-day client liaison, effectively communicating with all client stakeholders
- Collaborate with Strategy and Creative, and lead campaign planning process. Identify relevant and resonant channels based on client's business objectives and campaign strategies
- Lead portfolio budgets, develop and manage campaign budgets, and post-program reconciliations
- Plan, organize and manage program execution: brainstorming, presentation development, budgets, workbacks, creative briefs, copy decks, change requests, quality assurance, during and post program reporting, and regular internal and client status reports

- Work collaboratively with team members, cross functional teams, agency partners, third-party vendors
- Cultivate strong relationships built on trust and confidence with both the client and internal teams
- Drive growth through critical thinking, idea sharing, insights gathering and ongoing campaign optimizations
- Work with leadership team and Client Service Team to support client portfolio

## SUPPORT

- Work with Director of Client Services on unlocking organic growth opportunities for client portfolio
- Provide inputs on financial forecasting and reporting on overall portfolio
- Participate in annual planning with clients and THMG leadership team to establish overall strategic direction and vision to meet client objectives
- Provide mentorship to team members for knowledge sharing and growth

## **WHO YOU ARE**

- Post-secondary degree/diploma in Marketing or related field
- 10+ years of agency or client side experience with a proven track record in managing client accounts, at a management level
- Experience within Shopper Marketing and the Grocery landscape in Canada is required
- Strong working knowledge of integrated marketing channels from POS development, Contest Management, Gift with Purchase programs, Print and Digital Couponing, Website development, Digital, Social, E-comm, Direct Mail, OOH, is an asset
- Resourceful, analytical, inquisitive and organized to lead and manage programs with the ability to build rapport with clients
- Proactive and performance driven, while demonstrating ownership and accountability.
- Strong work ethic and attention to detail, reliable and have great energy
- Effective interpersonal skills with the ability to work with cross-functional teams, clients and partners
- Sharp oral, written and proofreading communication skills
- Proficient in MS Word, Excel, PowerPoint, Google Drive and Google applications
- Have a valid driver's license and access to a car to attend client and team meetings

## **CONTACT:**

Please email resumes to Mirjana Mistry at [Mirjana.mistry@thehatcherymg.com](mailto:Mirjana.mistry@thehatcherymg.com)