

## Looking for an Account Director!

### **A LITTLE ABOUT TAILFIN:**

**We get brands unstuck** by uncovering new insights, mapping new paths to success, and creating the stories that turn customers into advocates. Brands like:

- Start-ups in need of a brand ID and fuel to grow
- Challenger brands looking to gain ground on a category leader
- Established brands looking to change course or re-energize their message
- Expansive brands looking for agility and efficiency

The principles that guide us along the way are Do Great Work, Be Good People, and Stay Curious! We strive to become indispensable partners to brands we love and respect.

### **ABOUT THIS ROLE:**

Perfect for seasoned brand and agency leaders who want the freedom to make a *real* difference in the work, the people, and the business. Account Directors at Tailfin are the bright, shining light that their clients and team follow. They set direction, steer the ship, lift team members up, and drive agency success. They are experts at helping get strategies, projects, and people UNSTUCK!

### **DESIRED ATTITUDE, SKILLS & INTANGIBLES:**

- Relationship builder and connector
- Thrives on finding ways to do things different and better
- Honest and straightforward while bringing a lighthearted attitude to work
- Comfortable with discomfort; pushes boundaries
- Finds the potential for greatness in every opportunity
- Creatively problem-solves; never stops asking why
- Loves leading and is a natural leader; expertly manages up and down
- Has an entrepreneurial business sense and an eye for business growth
- A true team player who jumps in wherever needed
- Written and verbal communication skills that inspire a room

### **JOB FUNCTIONS & REQUIREMENTS:**

- Plays an essential leadership role at the agency, including the ability to grow existing client business and manage client revenue
  - Builds and maintains strong client relationships that lead to positive work outcomes and agency growth
  - Ensures client financial and relationship health including scope of work development and management (i.e. navigating scope changes, profitability)
  - Supports the new business team and process

- Possesses a high level of comfort working cross-functionally to create and implement outstanding marketing strategies for clients
  - Fosters strong relationships within the agency to achieve positive outcomes
  - Highly strategic with a strong understanding of traditional and digital marketing strategies, channels, technologies, principles and processes
  - Can gain and maintain strategic alignment, righting the ship when things get off course
  - Highly tuned antennae for trends in the marketplace and puts them to work
  - Understands the workflow planning process including resource management, timeline development, and project planning
  - Easily works on multiple, simultaneous assignments in fast-paced environment
- Has a teaching mentality and enjoys growing talent and teams
  - Identifies ways to improve the Account Management team through training opportunities and performance evaluation processes
  - Acts as a team captain and finds ways to celebrate the team
  - Helps optimize ways of working for the Account Management team

## **HYBRID OFFICE**

We believe there are real benefits that come both with in-person collaboration and head-down-focused remote work. At Tailfin, we come into the office 3 days a week.

## **MORE ON TAILFIN:**

We're always looking for like-minded team members who exemplify the core values that we hold sacred.

## **If this sounds like you, we'd love to connect!**

### **We care**

- It's hard to out-care us. We care about each other, about our clients' business, and about the world around us.
- We care about relationships, communicating early, often and with clarity.
- We work hard, go the extra mile and deliver beyond the ask.

### **We dare**

- We lead with passion, energy and optimism.
- We challenge what's expected and push to find new ways to solve problems.
- We help our clients embrace discomfort, leading them to change that's worth it.

### **We follow through**

- We do what we say we're going to do.

- We're thoughtful and intentional about our work and we own our choices.
- We stay engaged and responsive, making sure our execution always exceeds expectations.

## **We partner up**

- We believe in forging true partnerships—with clients, vendors, and with each other. The work always benefits.
- We deepen connections by being supportive, empathic, respectful, and genuine.
- We take time to celebrate each other and our clients, our wins and efforts, always remembering to have some fun along the way.

## **We never stop moving**

- We promote persistent curiosity and cultivate a growth mindset.
- We question, learn, iterate, and improve in every phase of our process.
- We are always looking for new ways to be more efficient, more effective and more memorable with the things we make.