

Our client is a full-service integrated marketing and communications agency that provides creative solutions for clients across multiple industries in North America, with a strong focus in Agri-business. Through a people-first attitude, this agency places a strong emphasis on employee development to ensure clients receive solutions that stimulate passion and creativity. As a new Group Account Director, to lead the Public Relations practice, focus on developing and executing strategies in earned & owned media, media relations, industry relations, corporate communications, media analysis and crisis management for a client portfolio in the agriculture industry. This critical client partner role demonstrates leadership, strategic direction, accountability, business acumen and vision for their portfolio of business, balancing client, company and team needs.

Group Account Director

Remote (Canada/United States)

Reporting to the Chief Executive Officer, you will:

- Lead the company’s public relations portfolio, working directly with other Group Account Directors in creation of public, media and industry relations strategies for clients
- Oversee, manage and direct a portfolio of clients with annual growth expectations, meeting business KPIs, objectives and goals, and the development of business plans to achieve them
- Manage strategic aspects of the client portfolio, maximizing business opportunities while maintaining superior customer service and stewarding relationships with outside agency partners (media, PR, etc.)
- Develop and execute plans to grow current client accounts within their portfolios, as well as identify and land new business within the agriculture industries in Canada and the United States
- Establish, strengthen and build on relationships with senior decision-makers and stakeholders with existing and prospective clients by tactfully sharing industry knowledge, market intel and addressing business challenges
- Actively lead the client planning process, strategic engagements and workshops in a facilitator role
- Understand client compensation structure and implications of plan changes
- Proactively keep abreast of industry trends and share knowledge with team and clients
- Mentor the team to maximize individuals’ growth, and harness the strengths and opportunities of each team member

Your background includes:

- Post-secondary degree within an Agriculture, Marketing or Business-related field. MBA is an asset
- 10+ years of progressive experience in agency or on client side, with direct client service experience
- A background in farming or significant experience working with for an Agri-business
- Demonstrated experience in public, media and industry relations, business, marketing and brand strategy
- Demonstrated supervisory, delegation and strong mentorship skills with a track record of team success
- Thorough understanding of brand, social and media monitoring platforms
- Proficient with Microsoft Office Suite

This is a fully remote leadership opportunity offering a competitive and comprehensive compensation package. Please note accepted applicants must provide satisfactory proof of vaccination at time of offer. Lack of documentation will result in withdrawal of application.

LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at 416-868-4888 Ext. 5 quoting “LC211112 Group Account Director”

Litherland & Co. is dedicated to fair and equal opportunities for all applicants. Candidates are selected upon the highest level of equity, diversity, and inclusion across the organization and throughout its hiring process. If you are selected for an interview and require accommodations, arrangements will be made for your convenience throughout the recruitment.