

# manifest

**Role:** Account Director

## **Job Description:**

### **About Manifest**

Everyone wants to make the world a better place. Charities, non-profits, corporations, governments and individuals across the country commit their time, energy, and resources to doing so every day. Certainly, the intentions are always pure, but the results are often inconsistent. The gap between inputs and outcomes remains. The world needs to do good, better. With over 40 years helping our clients create tangible, societal change for the better, Manifest is here to help.

### **About the role**

Manifest is looking for an ambitious and dynamic individual who is passionate about social change to oversee our small but mighty team. The Account Director is responsible for leading the development and delivery of strategic and creative programs. They will provide strategic oversight and direction on all client marketing activities, managing internal and external resources to ensure the delivery of quality products and service, on time and on budget. We are looking for a passionate team player with very strong strategic thinking, creative, and organizational abilities.

Hybrid role - Required to work in office a minimum of 2 days per week (located at 77 Bloor St. W, Toronto, ON).

## **Job Responsibilities**

- Managing client accounts to aid in the development of marketing communications strategy and creative communications assets.
- Ownership of client relationships and understanding of clients' business at a granular level to be able to provide informed strategic guidance.
- Team Leadership - collaboration with and management of internal and external stakeholders (creative teams, media & PR partners, production vendors, etc.) in the development of communications plans and assets.
- Management of creative and production processes, coordinating and briefing of resources, and reviewing creative products (traditional and digital/social media).
- Ensuring delivery of high-quality communication products, on time and on budget, while managing and ensuring quality of service to clients.
- Development of project proposals/SOWs including building estimates and timelines.
- Ownership of strategy development and tactical planning, ensuring strategy is carried through projects.
- Objective setting and KPI tracking – defining objectives and related performance indicators and ensuring these are met.
- Development of creative briefs, investigating background on brand and category, interpreting research to determine key insights.
- Day-to-day client contact leading meetings, providing status updates, following up on client internal & external approval processes.
- Preparing new business proposals.
- Management of financial processes including client billing and forecasting.

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## **Ideal candidate requirements:**

- Communications/marketing background.
- A minimum of 5 years of relevant agency experience.
- An interest in working with non-profits, charities, and the sphere of social change.
- Proven experience in developing sustainable relationships with clients.
- Ability to articulate a strategic communications plan and develop recommendations to respond to client issues and needs.
- Ability to instill confidence and manage expectations with internal and external stakeholders.
- Excellent verbal and written communication skills.
- Outstanding project management, organization and prioritization abilities.
- Comfort with conducting research, analyzing data and deriving insights.
- Previous experience with creative production processes (TV, radio, print, digital, social)
- Previous experience with or understanding of content management systems (ie. Hootsuite)
- Previous experience with supporting new business efforts.
- Ability to be flexible in a changing work environment and work well under pressure.
- Bilingual (English/French) is an asset.

***To apply, please email your resume to [mark\\_sarner@manifestcom.com](mailto:mark_sarner@manifestcom.com).***