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# Example of Digital Account Director Job Description

Our company is growing rapidly and is hiring for a digital account director. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for digital account director

* To lead, inspire and manage the wider client team (s), in partnership with the senior core team to deliver an efficient, effective and profitable service to clients
* To meet and exceed key performance goals in respect of client satisfaction, business development and profitability, whilst demonstrating the ability to combat challenging situations in terms of client relationships
* Actively promote and utilize the specialist skills that OB has to offer, where appropriate, on existing business, whilst identifying new business opportunities within your client accounts
* Be responsible for the quality of both internal and external materials/communications prepared by your account team and other departments
* Understand and contribute towards OB’s financial performance measures, maintaining regular dialogue with the CP (Client Partner), senior team and Finance team on financial performance
* Work directly with the SVP of Digital to develop cutting edge strategies that span accounts
* Provide strategic counsel to specific account and advise on digital/social campaigns and tactics
* Develop a network of social media influencers, digital media contacts
* Own the brainstorm process
* Flesh out ideas as they relate to client objectives and learn how to integrate digital and traditional communication strategies

## Qualifications for digital account director

* Fact based decision making framework and experiencing leveraging data, analytics and insights to support decision making
* Comfortable and effective in complex project environments, and working with both long-range and short-term business objectives and management of multiple stakeholders
* Comfortable with leadership through influence
* Knowledge and experience with the events business highly desirable
* Knowledge of and direct experience in media desirable
* Knowledge of and direct industry experience in Jewelry or Vision highly desirable