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# Example of Group Account Director Job Description

Our growing company is looking to fill the role of group account director. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for group account director

* Assist VP and SVP with business development ramp up new clients as they are brought on to ensure smooth transitions
* Provide strategic and tactical support to team members by improving processes and developing departmental best practices
* Maintain accountability by supervising the quality of all core initiatives such as technical optimization, content strategy, competitive analysis, and research to ensure they meet client goals
* Direct team processes in the optimization of various site elements including content, server performance, and user experience
* Envision new customer reports and business intelligence insights to impact both qualitative and quantitative trends for ongoing efforts
* Translate client business goals into successful search engine optimization strategies
* Identify when projects either conflict or overlap to either resolve or increase efficiency thereof
* Shift resources when necessary to complete work at hand and avoid team burnout
* Improve project management processes to help teams better manage multiple concurrent projects
* Ensure SEO gets its seat at the table when it comes to project planning, budgeting, and meetings

## Qualifications for group account director

* History of success in presenting to senior clients and senior leadership
* Experience in roles requiring strategic thinking, thought leadership, POVs
* 5+ years of experience of consultative integrated (multi-channel) sales experience with proven ability to navigate relationships with both Clients and Agencies
* Category experience in Tech, Finance, and Telecom is a plus
* Minimum of a bachelor’s degree or equivalent in a related field
* Consumer healthcare and digital agency experience is a must