



Job Description: Account Director

Position Summary

Double Forte is a fiercely independent Public Relations and Communications agency serving Consumer Lifestyle, Digital Life, and Professional Services companies across the country. We are recognized for our creative strategic programs that deliver results. Double Forte seeks to work with great companies doing good things in the world and in their categories. We are proud of our high average tenures for both clients and team members. Headquartered in San Francisco, Double Forte has offices in New York and Eau Claire, Wisconsin; today we have people all over the country as we work virtually throughout the coronavirus pandemic.

The Account Director is responsible for guiding, planning and supervising day-to-day account activity for food/bev/wine & spirits clients, achieving and maintaining primary interface with client contacts, implementing new account programs, plans and strategies, managing account implementation and producing status reports. Maintains and reports billable hours and invoicing for same. The account director also contributes to the agency training program, manages staff directly and helps identify and solve staff and agency issues, working closely with the Leadership Team (LT). The AD actively directs and supervises the assigned account teams and reports to a Vice President or Senior Vice President.

Key Accountabilities

- Develops and executes focused public relations and communications plans, ideas and programs that support the strategic messages of each client
- Demonstrates a recognized ability to motivate and manage team members and grow the specific skill sets of junior staffers; positive performance is noted by clients and/or coworkers in performance reviews
- Maintains and develops relationships with key members of the wine, food, travel, lifestyle, luxury and business media
- Has strong expertise in planning and successfully executing paid and unpaid influencer campaigns
- Consistently drives brainstorming and creates plans for wine clients
- Supervises and edits timely and thorough status reports, MSR's, etc.
- Has understanding of budgeting and forecasting and manages account budgets with VP
- Has minimal write-offs on account budgets
- Consistently demonstrates a strong knowledge of clients' business, competitors and market through regular, value-add proactive communication to clients via email or in meetings

Requirements

- Excellent computer, data entry and presentation graphics skills – proficiency with all Microsoft Office programs, Google Drive and Adobe PDF; Willing and able to learn how to use new software programs and online data services
- Public relations agency, marketing firm or journalism experience a plus
- B.A. or B.S. Degree
- Minimum 8 years post bachelor's degree business experience
- Expectation to travel as needed with or on behalf of the agency and its clients, as needed.

Please send a cover letter and your resume to:

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Double Forte
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