

Director of Client Strategy

Position Description

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King Media, an internationally recognized marketing and advertising agency based in East Lansing, MI, seeks a Director of Client Strategy to add value to our vibrant team. If you are passionate about developing and executing innovative solutions; adept at managing multiple projects at one time; an excellent writer; and looking for an agency where you can build a career, consider joining our growing team!

This is a full-time, in-person position for our East Lansing office. Typical responsibilities include:

- **Strategic planning:** We consider this a “put-it-all-together” position. Working closely with agency leadership and subject matter experts, the Director of Client Strategy is responsible for developing integrated marketing, advertising, public relations and digital media plans for current and prospective King Media clients. Our top priority is to move the needle for our clients, and you will play a lead role in creating and presenting the strategic plans that get us there.
- **Account management:** The Director of Client Strategy will also have a set of client accounts and be responsible for day-to-day planning and account management, with the goal of smoothly executing each client’s strategic plan. With the support of the team, you will make sure client projects are completed on time, on budget and in ways that exceed expectations.
- **Content development:** When it comes to strategic plan execution, this role isn’t just a “plan and delegate” one. You’ll also be expected to take ownership of certain parts of the strategic plans, based on your skills and interests. This may include, but is not limited to, content creation, public relations, community engagement, event marketing, research and more. You’ll also need to develop high quality written content for both clients and the agency, including marketing plans, presentations, proposals, contracts and more.
- **Client meetings and presentations:** The Director of Client Strategy is expected to play a substantial role in client meetings and presentations. This includes preparing agendas, supporting materials and multimedia presentations; leading discussion topics; and following up on action items.
- **Research:** As an agency whose client solutions are strategically grounded, everyone contributes to client research projects. This may include developing survey questions, preparing focus group/interview materials, analyzing data, and generating comprehensive reports. This may also include Internet and third-party research.
- **Administrative duties:** Each member of the King Media team is expected to perform various administrative duties in support of the company’s goals. We all pitch in to keep our office running smoothly.

Qualifications

To be successful, an account manager must possess the following:

- Ten (10) or more years of related experience, preferably agency experience in strategic planning or leading an internal marketing team
- Bachelor's degree in marketing, advertising, business, communication or a related field
- Existing knowledge of marketing, advertising and public relations, in both traditional and digital contexts
- Ability to assess client needs and requests, then translate them into effective solutions
- Successful track record of cultivating and maintaining positive customer relationships
- Excellent writing skills, including the demonstrated ability to write clearly and concisely
- Strong computer skills, including advanced knowledge of Microsoft Word, Excel and PowerPoint
- Strong attention to detail, organizational abilities and time management skills
- Ability to prioritize, multitask and work efficiently in a fast-paced environment
- Ability to think both strategically and creatively in a collaborative, team-based environment
- A friendly, professional demeanor and strong interpersonal communication skills
- Ability to collaborate daily with a team of experienced professionals
- A positive attitude and genuine desire to contribute to the goals of King Media and our clients