

Account Director

Position Description

King Media, an internationally recognized marketing and advertising agency with offices in East Lansing, Grand Rapids and St. Joseph, Michigan, seeks a part-time account director to develop and manage effective strategies for current and future clients. If you are passionate about finding innovative solutions, adept at managing multiple projects at one time and looking for an agency where you can build a career, consider joining us at King Media!

King Media seeks an Account Director to provide senior-level leadership and client service. This role is designed for an experienced professional who thrives on building trusted client relationships, driving strategic direction, and ensuring projects deliver measurable impact. The Account Director will directly manage a select portfolio of client accounts, serving as both strategist and relationship lead.

This position is based in our Ada or East Lansing office.

Typical responsibilities include:

Client Relationship Management

- Serve as the primary point of contact for select client accounts, particularly those requiring higher-level strategic input.
- Build strong, long-term client partnerships based on trust, responsiveness, and results.
- Lead client meetings, presentations, and strategic discussions.

Strategic Direction & Planning

- Develop and oversee integrated marketing strategies tailored to client goals.
- Provide high-level counsel on brand positioning, messaging, media, and campaign planning.
- Ensure creative and strategic recommendations align with client objectives and industry best practices.

Project & Budget Oversight

- Oversee project scopes, budgets, and timelines to ensure profitability and accuracy.

- Collaborate with internal teams to ensure deliverables meet King Media's standards of excellence.
- Monitor campaign performance and guide optimization.

Business Development Support

- Contribute to proposal writing, pitch strategy, and high-level presentations as needed.
- Identify opportunities to expand services within existing client accounts.

Qualifications

- 10+ years of experience in marketing, communications, or advertising, with proven success managing client accounts.
- Strong background in strategic planning, brand management, and integrated marketing.
- Excellent written and verbal communication skills, with confidence in presenting to clients and stakeholders.
- Demonstrated ability to manage budgets, timelines, and complex projects independently.
- Bachelor's degree in marketing, communications, business, or related field (advanced degree preferred).
- Agency experience strongly preferred.

Why This Role Matters

As a boutique agency, King Media builds deep relationships and delivers work that drives measurable results. The Account Director strengthens this promise by bringing high-level strategic counsel and leadership to client accounts. In this role, thoughtful guidance and purposeful direction ensure we continue to exceed expectations and create lasting impact.

About King Media

Founded in 1999, King Media is a full-service marketing, advertising, public relations and digital media agency with clients across the country. Our work has garnered 180 national and international awards. But more importantly, we're constantly using research-based strategies and compelling creative to move the needle for our clients. As part of our team, you'll enjoy a dynamic and supportive work environment where creativity is encouraged, and fresh ideas are welcomed. If you're ready to take your career to the next level and work with a passionate team, consider joining King Media.