K I N G M E D I A

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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 full-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 a seasoned Account Director to provide client service on a part-time basis. 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 in-person at our 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.

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

- 8+ years of experience in marketing, communications, public relations, digital media or advertising, with proven success managing client accounts.
- Strong background in strategic planning, brand management, and project management.
- 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, public relations or related degree.
- Agency experience a plus.

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.

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.

Compensation & Benefits

Salary commensurate with experience. King Media offers a competitive benefits package, including medical, dental, and vision insurance, paid time off, 401K and profit-sharing opportunities.