Agents of Good
Strategic Account Director – Pathway to Partner
Posted: October 2023

YOU: Strategic Account Director – Pathway to Partner

We are looking for a brilliant and thoughtful experienced direct response strategic account director to join our team who will be responsible for providing key strategic and creative input into client campaigns and programs, as well as implementation of those programs, developing new business opportunities with existing and new clients, and improving the quality and systems to develop our work. This position is also intentionally being developed as a potential pathway to associate partner.

US: Agents of Good Inc. (founded 2009)

For almost 15 years, we have been working with passionate charities and fundraisers around the world to change our world. Long time students of direct response and direct marketing, we do our work with love and feelings. No apologies. We have a track record of avoiding assholes and dead eyed robots (so please do not apply if you are one of those). Arm-wavy, thoughtful, caring, passionate, emotionally intelligence humans only, please.

Experience

If you've got a strong history of practical account handling and fundraising

in a fast-paced agency or fast-paced charity we'd love to hear from you. (Digital expertise would be great too.) You will be well versed in building excellent client relationships and taking responsibility for established and growing accounts. You will drive through the development and implementation of direct marketing and digital strategies, plans and budgets and help secure new business.

Skills

Confident. Superb communication, presentation and organisational skills. Track record of strategic and tactical direct response campaigns on and offline. Staff management and leadership. Team player. A doer as well as a thinker. Attention to detail. Tenacity and persistence. Work well under pressure. Problem solver. Motivated by working for good causes in individual/annual giving and legacy giving.

Responsibilities

- *Management*
    - Helps foster and maintain a positive environment in which our staff and clients and thrive and develop to their fullest potential.
    - Contribute to the strategic and creative thinking of Agents of Good
    - Supports our creative team(s) to create fundamentally sound fundraising that gets results

    - Helps develop and train new teams and new systems (as needed)
- *Strategy and growth*
    - Consume and apply learning from across the sector – world-wide
    - Analyse client and data to provide insights and new strategies and approaches
    - Develop annual programs and strategies for success for clients
- *Program Implementation*
    - Take the lead role in the development of campaign and creative briefs
    - Review briefs, copy and design
    - Manage full annual appeal program from concept through to final art
    - Experience/understanding of print and production for mail packages
- *Client love*
    - Attend key client meetings (usually virtual) and briefings and lead them as needed or appropriate
    - Identify opportunities for thoughtful client love and celebration – big and small
- *New business*
    - Together with the partners, develop and implement new business plans and ideas

    - Identify opportunities for new business and growth within current client accounts
    - Represent AOG at conferences and various industry events
- *Professional development*
    - Takes responsibility for own professional development and ongoing learning of current trends

Reward

Salary range $80k to $90k CDN (plus bonuses for new accounts), great working environment (remote) with fun and supportive colleagues. This position is a potential pathway to associate partner.

Location

We are a Canada-based entity with staff and support in three different time zones. We currently have clients across Canada, the United States and internationally too. All that to say, where you live doesn't matter much.

How to apply

Please send your CV and any additional information you think might be helpful by email to: **john@agentsofgood.org**.