

# ACCOUNT DIRECTOR (Fundraising Agency)

## WE ARE LOOKING FOR YOU!

Are you a high-performing Fundraiser or Account Director looking for a dynamic work environment? Do you want to market what matters, and help nonprofit organizations reach their donors and new audiences with insights-based, integrated campaigning? If so, then this position may be for you!

The Account Director (AD) is the account lead on a client team, partnering with an Account Manager and a Strategist / Planner. Working across a group of clients (3-5), the AD leads on campaign planning and strategy implementation, delivered through budgets and digital-first, integrated campaign strategy.

The AD plays a leadership role for their clients, supporting the Account Manager in managing the day-to-day activity, and acting internally as a client champion. The AD brings teams together - creative, data, digital & print production - to ensure strategy and delivery are as strong and streamlined as possible, at every stage of the process.

## MUST HAVES

- Minimum 3 years' experience, with a focus on integrated direct marketing and annual giving
- Specific experience leading digitally led integrated campaigns including email, paid media, video, and direct mail.
- Strong customer service skills.
- Effective problem-solving skills.
- Experience developing budgets.
- Effective presentation and communication skills
- Experience prioritizing, leading and managing multiple projects with a broad range of internal and external partners simultaneously.
- Ability to think strategically about challenges and develop/execute action plans.
- Keen attention to detail.
- Ability to multi-task and juggle competing priorities in a fast-paced environment.

## RESPONSIBILITIES

- Lead and grow client relationships.
- Take insights and planning and develop integrated campaign strategy.
- Champion and guide cross-team collaboration to develop campaigns for clients, across channels.
- Brief internal teams as required - Creative, Data, Digital & Print Production
- Ensure that the Account Manager has the information they need to manage and execute campaign delivery.

- Provide oversight throughout the execution process to ensure campaigns stay on strategy and are delivered smoothly.
- Provide cross-channel results reporting to clients with commentary.
- Manage the profitability of clients and projects.
- Identify and nurture new opportunities for your clients.

## WHO IS BLAKELY?

We are a diverse and smart team who value transparency, collaboration, hard work, and curiosity. We value people above all else and we demonstrate that in our team, in our work, and within the amazing relationships we nurture every day with our clients.

As a workplace which strives to create a culture based on inclusivity and teamwork, we believe that our culture is our biggest competitive advantage. We provide equal opportunity to all employees and applicants without regard to race, religion, colour, gender identity, age, sexual orientation, neurodiversity, or disability, visible or invisible.

We need YOU - an accomplished **Account Director** who wants to make a difference in the world - to join our team.

**Salary Range:** The starting salary range for this position is \$70,000-\$90,000, commensurate with experience. In addition, a comprehensive benefits package including health, dental and vision care, 3 weeks vacation plus an additional 9.5 Blakely days off (half day Fridays before each long weekend and the office is closed for one week at the end of December each year).

**Location:** This is a location flexible position. The successful candidate will be able to choose where they do their day-to-day work either from home or the Blakely office, located in Aurora, ON. This position can also be fully remote and is considered remote if you live more than 150 kilometers from the Blakely office. Maintaining a good working relationship is key to success, for non-remote workers, there will be a requirement to come into the office occasionally for meetings and meet in person with clients as the role requires. For remote workers, there will be a requirement to come to the Blakely office for in-person meetings approximately 4-6 times per calendar year and occasional travel for in person client meetings dependent on the client and Blakely needs, with reimbursement for travel based on Blakely's policy.

## HOW TO APPLY

If this description sounds like you, please send your resume to us at [careers@blakelyfundraising.com](mailto:careers@blakelyfundraising.com) no later than **11:59 p.m. on October 25<sup>th</sup>, 2024**. We thank all those who apply, however, only candidates of interest will be contacted.

Begin your journey with us in 2024, and let's inspire people to do more.

Blakely Inc.