

# Account Director

## Job description

### About Sprouthouse

Founded in 2012, Sprouthouse is a localized public relations firm with offices in Atlanta, Birmingham, Charleston, Kansas City, Nashville, New York City, Raleigh-Durham, Richmond, and Washington, D.C. We are a full-service integrated communications agency of around 25 team members using creative services, strategic storytelling, and fostering meaningful connections to help our clients achieve their goals. You can learn more about us [here](#).

### About the Candidate

Sprouthouse is seeking a self-motivated professional with 5+ years of experience in successfully managing teams and leading accounts to serve as Account Director. They should possess expertise in media relations, account management and client servicing, development of strategy and team execution, and be knowledgeable about Sprouthouse's practice areas, including food & beverage, hospitality, lifestyle, and real estate industries.

### What We Can Offer You!

- Up to 15 days of PTO a year on year one; over 10 annual company holidays; comp day off on your birthday
- 75% company paid medical and dental insurance
- 401K with 4% company match
- Cell phone reimbursement of \$100 per month
- 12 weeks paid parental leave
- Leadership development resources
- Flexible work location and schedule

### Job Summary

The Account Director serves as a liaison and primary point of contact between the client and the account teams. They are responsible for driving campaigns from inception to execution of overall strategy and ensuring the client voice and message is carried across all platforms. The Account Director leverages their industry/category knowledge, media relationships, and best practices to foster team performance, deliver results, and foresee potential issues and solutions.

### Responsibilities:

#### **Public Relations/Marketing**

- Oversee and participate in the development of PR strategies, pitches, and client creative material
- Craft creative and tailored PR plans and pitches
- Build partnerships and relationships with top-tier media contacts, influencers, and industry leaders on local, regional, and national levels
- Guide account team to deliver integrated solutions from strategy to execution, anticipating potential challenges for clients
- Cultivate new business opportunities and prospective new clients

#### **Social Media**

- Collaborate with Digital Media Director and other account teams to develop and deliver social media and marketing client success
- Oversee and assist with the creation and execution of client social media campaigns and strategies

### **Account Direction & Team Collaboration**

- Ensure overall quality of work by managing client deliverables, expectations, goals, and timelines
- Inspire, motivate, and mentor team members while working closely with the Executive Team to foster company culture
- Drive goals and hold team members accountable
- Consistently gain knowledge of current trends and industries related to Sprouthouse client interests (food, travel, hospitality, lifestyle, etc.), as well as digital and new media

### **Job requirements**

#### **Qualifications**

- 5 or more years of public relations or other related industry experience
- Bachelor's Degree preferred in Public Relations, Communications, Marketing, or other relevant field
- Social media savvy with an understanding of emerging platforms and technology
- Proven excellent ability to communicate, write, and lead a team
- Strong national media relationships and a proven ability to successfully land creative stories
- Strong work ethic with high level of integrity and reliability
- Self-motivated, flexible, and adaptable to changing situations

#### **Salary**

- Due to pay bands the salary range for this position is \$86,000 - \$105,000. This is non-negotiable.

#### **Additional Information**

- Schedule: 10AM-6PM M-F but some nights and weekends required
- Travel: At least 5-10%
- Location: Remote but preference is given to candidates who reside in Atlanta, Nashville, New Orleans, Austin, or Houston

Sprouthouse believes that a broad range of ideas, life experiences, and backgrounds enriches our workplace, contributes to innovative thinking, and attracts talented people. We are committed to providing an equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or expression, or Veteran status. We are eager to welcome team members who share this belief as we strive to create an environment that reflects the rich cultural and racial diversity of our communities.