

sprighthouse

POSITION DESCRIPTION

Position Title: Account Director

Reports To: Executive Director or Managing Director

FLSA Status: Exempt

About Sprighthouse

Sprighthouse began in 2012 as Polished Pig Media, a localized public relations firm headquartered in Charleston, SC. Over time, we have adapted and expanded both our footprint and our offerings to reflect the shifts in the marketplace. Today, we are a full-service agency of over 25 team members. We're headquartered in New York City with additional office locations in Atlanta, Birmingham, Charleston, Durham, Louisville, Nashville, New England, Richmond, and Washington, D.C., servicing clients not only in those cities but also in many other communities we know and love. Through creative services, strategic storytelling, and fostering meaningful connections, we serve as our clients' most passionate advocates and help them achieve their goals.

Sprighthouse 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.

About the Candidate

Sprighthouse is seeking a self-motivated professional with 5+ years of experience in successfully managing teams and leading communication strategies to serve as an Account Director. The candidate should be a versatile, nimble problem-solver who cultivates team member relationships with the same careful attention as relationships with clients, media, and industry influencers. He or she should possess expertise in media relations, account management and client servicing, development of strategy and execution, and familiarity with all facets of integrated communications, including digital and social media.

About the Job

The Account Director serves as a liaison and primary point of contact between the client and the account teams. He or she is responsible for driving campaigns from inception to execution and ensuring the client's voice and message are carried across all platforms of traditional and social media. The Account Director leverages his or her industry/category knowledge and best practices to foster team performance, deliver results, and foresee potential issues and solutions. A balance of drive and a meticulous eye for detail makes him or her a valued member of the Sprighthouse team. Account Director responsibilities include, but are not limited to:

Public Relations and Integrated Communications

- Oversee the development and execution of communications strategies, media pitches, messaging, and client creative material
- Build partnerships and relationships with top-tier media contacts, influencers, and industry leaders on a local, regional, and national level
- Cultivate new business opportunities and prospective new clients

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- Anticipate potential issues or challenges and exercise strong judgment in critical client situations
- Evaluate and analyze challenges and opportunities for clients to present thoughtful and innovative recommendations and solutions
- Social and digital media savvy with an understanding of emerging platforms and technology and their importance to a brand's communication strategy and business goals
- Exhibit exceptional written, verbal, and presentation skills
- Possess an in-depth understanding of all aspects of integrated communications, from strategy and development to execution

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 Leadership and Executive Teams to foster a positive company culture
- Passionate about mentoring, as well as fostering, learning, and sharing amongst team members
- Experienced at driving goals and holding team members accountable
- Extensive knowledge of current trends and industries (food, travel, hospitality, lifestyle, etc.), as well as social, digital, and new media
- Self-motivated, flexible, and adaptable to changing situations

Required Skills/Characteristics

- Excellent communicator
- Superb writer
- Social and digital media savvy
- Extremely organized
- Professional demeanor
- Excellent leadership and team-building skills
- Master multitasker
- Problem solver and conflict management
- Strategic thinker
- Self-motivated and proactive
- Detail-oriented
- Reliable
- Strong work ethic
- Exercises prudent decision-making and discretion

The Perks

- Generous number of vacation/personal/sick days per calendar year
- Year-round "Summer Friday" hours
- Paid time off for community/volunteer work
- Remote/hybrid work setup
- Team outings and retreats
- Monthly wellness stipend
- Monthly cell phone reimbursement
- Twelve weeks fully paid parental leave
- Company subsidized health & dental insurance
- 401(k) with company matching

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Important Information:

Education: Bachelor's Degree strongly preferred, with focus in Public Relations, Communications, Marketing, or other relevant fields

Experience: 5 or more years of public relations or other related industry experience

Travel: Moderate

Other: Some nights and weekends required

Location: Atlanta, Birmingham, Charleston, Durham, Louisville, Nashville, New England, New York City, Richmond, or Washington, D.C.

To apply for the Account Director position at Sprouthouse, please send a cover letter and resume to jobs@sprouthouseagency.com. We accept applications on a rolling basis and will contact you if your application might be a match for our needs.

Note: While essential elements of this job are described above, they may be subject to change at any time.