

Description

This is a critical client partner role demonstrating leadership, strategic direction, accountability, business acumen and vision for their clients. The ideal candidate has healthcare B2B Marketing and Communications experience and a passion for delivering quality work that helps our clients grow. The Account Director is skilled in the full range of Marketing and Communications strategies and tactics with a strong focus on developing and executing compelling integrated campaigns for clients. We're looking for a strategic thinker who understands marketing communication's role and impact and who has demonstrated experience in the development and execution of integrated engagements.

Hiring organization

fuoco

Employment Type

Full-time

Industry

Marketing

Job Location

1020 3rd Ave South, 37210, Nashville, TN, US

Date posted

January 15, 2021

Responsibilities

- Serve as the day-to-day client contact for multiple brands
- Own responsibilities for executional leadership of multiple client programs, budgets, timeline and plans
- Assist in the development of long-term client plans and strategic Marketing Communications program recommendations in the healthcare technology, services and provider sectors, developing budgets, generating recommendations and creating presentations
- Drive development of tactical plans, translating strategies into tactics; ensure team deliverables align with strategies
- Proactively support and suggest improvements to exceed client expectations by leveraging industry knowledge and experience
- Assist with management of ongoing team resourcing/staffing to ensure successful delivery of work product
- Build and own productive relationships with multiple client stakeholders, inter-agency teams, client business partner organizations and a diverse array of agency colleagues and vendor partners
- Represent agency points of view clearly in writing, formal presentations and informal client meetings and workshops

- Maintain profitability of engagements in partnership with agency leadership
- Motivate and mentor the team by bringing a positive, solutions-focused attitude to everything you do
- Identify training and development needs of junior staff and provide opportunities that enable staff members to reach their full potential

Qualifications

- 6-9 years marketing communications experience, B2B/healthcare background
- Agency experience required
- Experience working on healthcare B2B brands
- Jack-of-all-trades-master-of-many approach to learning and growth
- Both a creative and a strategic thinker, and a natural team leader
- Thrives in fast-paced, entrepreneurial environment
- Understanding of how communications, creative and media work together
- Fluency and/or familiarity with digital and social media
- Experience working on multi-disciplinary (holistic) communication initiatives
- Strong understanding of the relationship between traditional public relations and the use of current online/digital technology and social media
- Strong budgeting and financial management skills
- Strong presentation skills, poise, and professionalism
- Industry experience in healthcare B2B communications
- Superior organizational skills and attention to detail.
- Comfort in business development and pitching
- Passion for strategy, culture, trends, impacting behavior, and inspiring others
- BA or BS in Communications, Marketing or related degree

Contacts

To apply email a resume and cover letter to careers@growwithfuoco.com.