

ACCOUNT DIRECTOR

Anticipated selection Oct/Nov 2021

WHO WE ARE:

Here's the thing you need to know about Brass Tacks—we're about experience. The best experience. Always. What does that mean? It means we deliver beautiful creative and phenomenal service to our clients and we train people through our nonprofit arm, BT Foundry, to be outstanding professionals as they begin their careers.

THE BTC CREDO:

Quality – Our work, no matter who will see it in the end, has to be of the highest quality. Our clients deserve fantastic work for their businesses, but our team members deserve that work in their portfolios. There are no corners cut, no recycling, no easy ways out because it simply isn't worth the cost.

Adaptability – Because we know that technology, trends, and best practices are fickle beasts, we have to stay agile. As we learn and train our internal teams, our clients reap the benefits of having cutting-edge solutions. With our approach to research and strategy, we push forward with data and input behind us, thoughtful and creative solutions ahead.

Equity – As an agency, we acknowledge the severe lack of equity in marketing, advertising, and brand representation. It's not as simple as choosing diverse imagery or sprinkling in Ebonics here and there—it has to be part of the DNA of the business. From our hiring practices and space considerations to our work itself, we're looking to create equity in the way of ethnicity, gender, sexuality, religion, income, ability, and environment. It's a lot and may not be able to change the world, but we have to try.

Prosperity – If Brass Tacks is successful, it means our clients and Foundry graduates are successful. It means businesses grow, careers are put in motion, and more people are put on teams that reflect the general public. It means more work is in the market that no one has to apologize for. It means the perception of "green" talent is one of value and possibility, not of risk. Again, we're trying to change the world.

Levity – While there's plenty to take seriously, levity is so important. We're staunch believers in the power of jokes, sarcasm, and tactical obscenities. In our office, we play music. We dance. We sing. We find the humor in our mistakes so we can move forward. We help each other de-stress so no one burns out. We celebrate everything from birthdays to new puppies. Why can't you have a good time at work?

WHO WE'RE LOOKING FOR:

As Account Director, you're responsible for overseeing business development with new and existing clients, as well as overseeing our Account and Project teams. You'll manage our

pipelines, revenue forecasts, and maintain a relationship with our active clients to advance our opportunities with each.

Your day-to-day will consist of two main avenues: current client relationship management and business development.

Managing our current client relationships will involve regular communications with our internal Account and Project team members in order to stay current on potential opportunities. As the Account Director, it's your job to help our Foundry team learn how to navigate different communication styles, to read between the lines to reflect back to the team what was intended, even if different words were used. (Think when a client sometimes says "blog" when they really mean "press release.") They'll also need your help understanding how to prioritize client requests with knowledge of short and long-term goals, and how to align with the Project Manager's plans. You will have Account Managers and Coordinators to support in these efforts, but you will oversee and direct them accordingly.

We need your involvement in the business development process by identifying opportunities, contacting potential clients, and helping us create a pipeline. You will be part of setting and reaching revenue goals monthly, quarterly, and annually. For our highest-level clients, you must be present for introduction, discovery, and proposal presentation meetings. With our mid-size clients, you may be asked to sit in on these meetings, but the expectation should be for the Account Managers and Coordinators to handle these. The Account Managers and Coordinators should be presenting their budgets to you for approval before proposal inclusion. They should also introduce themselves to all clients for a seamless transition from the perspective phase into the working phase.

For you to be successful in this role, Brass Tacks (both The Collective and The Foundry) need to be your passion. The two sides work closely together to serve our clients and the success of one directly impacts the success of the other. You have to be personable, growth-minded, self-motivated, and skilled in communication. You must be able to dream with the client, respond quickly, and speak with confidence, you'll flourish. You can't be easily overwhelmed by multiple assignments and deadlines, or having to multi-task. Our agency is fast-paced and obsessed with efficiencies. You will have to maintain trust-filled, friendly relationships with our clients, while also keeping boundaries and setting expectations. We are not doormats. We're partners.

WHAT YOU NEED:

- **Experience** – a degree or certification is great, but not necessary. It's more important to us that you have solid experience in Account Management and Business Development.
- **Even temper** – you're an emotional balancer. If someone else is stressed or hysterical, you are the calm one keeping a level head.
- **Charisma** – we're very honest about who we are, who we're not, what we do, and what we don't do. A charismatic person will know how to handle even difficult conversations with grace.

- **Drive** – we’re in an aggressive growth stage and need to keep our opportunities flowing. We’ll need your best ideas, warmest introductions, and your awe-inspiring ability to close deals.
- **Logic** – from problem-solving to reading between the lines when feedback is vague, you’ll employ a lot of logic to provide answers to your clients and your team. Emotional intelligence, critical thinking, adaptive planning, and attention to detail will be paramount.
- **Words** – communication is everything, written and verbal, and you’ll be responsible for daily touchpoints with our clients and team. Our ability to maintain a positive, low-stress culture, internally and externally, requires your involvement. We’ll also need you to speak for the client, translating their feedback into our agency-speak to move forward successfully.

We use Macs (if you’re on a PC, that’s totally fine), the G-Suite, Dubsado, and Project Manager. During your contract period, you’ll need to provide your own machine, but we’ll provide the rest.

THE BRASS TACKS :

- **Compensation** - \$70,000-80,000 base with quarterly profit share
- **Benefits** – Health, vision, and dental
- **Time** – full-time (may option for a 90 day contract to hire)
- **Location** – Dallas, in-office Monday-Thursday