

With an international presence and award-winning campaigns, our client is a full-service communications agency that connects farmers with agriculture-customers through compelling campaigns and creative solutions. In this senior marketing role, ensure a seamless and collaborative approach is taken to develop strategic marketing plans, while managing your accounts and leading your team effectively. Your knowledge of digital agriculture technologies and experience with crop production innovations will allow you to deliver market leading campaigns that meet and exceed client expectations.

Account Director

Guelph, Ontario (Home-Office)

Reporting to the Vice President, you will:

- Manage the conceptualization, strategic development, and execution of marketing and communications campaigns for the Agri-business portfolio
- Be a trusted and responsive point of contact for clients by leading new account onboarding, and creating opportunities to grow existing accounts with a forward-thinking, big-picture approach
- Coordinate with Project Managers to develop strategic plans, budgets, and timelines to ensure deadlines and client expectations are met, while maintaining agency profitability
- Be an agency leader by demonstrating the ability to elevate the creative and strategic impact of client accounts, and by mentoring junior team members through feedback and increased responsibility
- Support the agriculture portfolio's growth by assisting with the preparation and presentation of RFP submissions, and effectively presenting, selling and defending agency work/proposals with clients
- Manage account budgets and billings with a strong attention to detail. Project future costs associated with evolving strategies catering to new market trends and digital tools

Your background includes:

- 7+ years' work experience in an advertising, creative, communications/public relations, and/or interactive management position. Preferably with experience working for, or with, a marketing agency
- Post-secondary education in Marketing, Communications, (Agri)Business, Agriculture or related field
- Exposure to, or direct experience with, the crop inputs and/or seed sectors of agriculture (through in-house marketing or agency positions)
- Demonstrated business and financial acumen with experience developing budgets, negotiating contracts, and agreements with new and existing clients
- Experience effectively managing multiple client accounts, contacts and projects concurrently, while ensuring day-to-day agency responsibilities are promptly fulfilled
- Strong leadership and mentorship experience related to the implementation of multi-faceted project and account management

This position is based out of a home-office with occasional travel across Ontario and Western Canada.

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at 416-868-4888 Ext. 5 quoting "Account Director - #181107"

LITHERLAND  COMPANY

Placing Leaders in Canadian Agriculture