

Join a growing, strategic marketing agency that provides digital and creative solutions to meet client needs in an exciting, multi-faceted role. As an Account Director you will be the trusted adviser to the client, working with key teams to develop proactive and responsive strategies. Grow with the organization as you build and maintain strong relationships, while leveraging expertise in digital and creative marketing to delivery quality solutions.

## Account Director, Agriculture

### Calgary, Alberta

Reporting to the VP of Client Services, you will:

- Develop effective and comprehensive marketing plans that contribute to the client’s annual strategy, business objectives and future success
- Propose new and creative initiatives that solve business challenges through data-driven marketing, brand development and strategic planning
- Be the trusted point of contact for clients by continuously providing support for short- and long-term goals
- Develop and maintain a sound knowledge of the client’s business objectives, product lines, loyalty programs and competitors
- Direct cross-functional teams on all projects through clear and concise communication briefs
- Oversee finances associated with the client’s projects, including account budgets and billings while you ensure overall financial health of ongoing projects
- Build strong relationships with key members of the client to maintain and improve long-term client engagement and success
- Continuously identify new opportunities for business growth that align with agency goals

Your background includes:

- 7+ years’ work experience at an advertising, communications or marketing agency
- Exposure to, or direct experience with, the crop inputs sectors of the agriculture industry required (client-side or agency)
- A thorough understanding of strategic planning, advertising and marketing campaigns with a successful track record of developing and executing annual plans in the agriculture industry
- Experience developing and implementing digital marketing solutions
- A demonstrated ability to work in a team environment and lead collaborative, strategic thinking and planning sessions, while meeting individual deadlines in a fast-paced environment
- Strong written, verbal and interpersonal communication abilities with sharp analytical skills and an attention to detail
- Proven business and financial acumen with experience developing proposals, establishing budgets and negotiating contracts

Our client provides a competitive compensation package, a rewarding company culture, and a positive work-life balance. This position is based in our client’s Calgary office with occasional travel within Canada.

**To learn more about this position and our client, contact Emily Gordon at [eg@litherlandco.com](mailto:eg@litherlandco.com) or by phone at 416-868-4888 Ext. #4 quoting “Account Director - #200612”**

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Placing Leaders in Canadian Agriculture