

Our client is a full-service integrated marketing and communications agency that provides creative solutions for clients across multiple industries in Canada. As an Account Director for the agriculture portfolio, manage the execution of projects for small and large agri-business clients while guiding them through the creative process. Be a visionary as you play an integral role in bridging your client's needs with your team's expertise to develop successful business relationships and award winning campaigns.

Account Director - Agriculture

Home Office, Canada

You will:

- Manage the conceptualization, development and execution of brand strategy, marketing, and communications campaigns for agri-business clients
- 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
- Work closely with in-house creative and communications teams to ensure client's challenges are communicated clearly, and solutions are developed accordingly that are aligned with agency standards
- Coordinate with the accounts team to develop strategic plans, budgets, and timelines to ensure deadlines and client expectations are met, while maintaining agency profitability
- Manage account budgets and billings with a strong attention to detail, including insight of future costs associated with evolving strategies from new market trends and digital tools
- Be an agency leader, demonstrating the ability to elevate the creative and strategic impact of client accounts
- Collaborate with the executive team to ensure accounts and projects align with agency goals to maintain and improve long-term client relationships

Your background includes:

- 5+ years work experience with an advertising, creative, communications or interactive marketing agency
- Exposure to, or direct experience with, crop inputs or agriculture equipment agri-businesses
- A thorough understanding of brand strategy, advertising and marketing campaigns with a successful track record of developing and executing plans on a digital landscape
- Extensive experience managing multiple client accounts, contacts and projects concurrently, while completing day-to-day agency responsibilities
- 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
- Leadership and mentorship experience related to the implementation of multi-faceted project and account management
- Proven business and financial acumen with experience influencing and/or negotiating budgets, contracts, and agreements with new and existing business partners

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 - Agriculture"

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Placing Leaders in Canadian Agriculture