

Position Specification



Account Director

Job Description

Position	Account Director
Company	WE Communications
Location	NYC, Boston, Chicago, Austin, Seattle, Portland or San Francisco
Reports To	Scott Love, SVP, Client Development, North America Technology Sector
Website	www.we-worldwide.com

Company Background

About WE Communications

WE Communications is an independent, integrated communications agency. We work with some of the most innovative companies on the planet, to engage key stakeholders across the media ecosystem. From the earliest planning stages through execution and on to measuring impact, WE offers a full suite of services to help brands own their story, shift perceptions, and move the needle.

We're global, speak 37 languages and we're not much for standing still. WE's storytelling, digital, data and analytics capabilities span 20 offices and include work with clients such as [McDonald's](#), [Volvo](#), [Microsoft](#), [Honeywell](#), [iRobot](#), [Trend Micro](#), [Ste. Michelle Wine Estates](#) and [VSP Global](#).

With a media landscape that is moving, pulsing and constantly evolving, brands must navigate everything from industry disruption and technology shifts to stakeholder mandates and political headwinds. In turn, brand stories have to move with new velocity and sync across every device and platform. Using our Momentum methodology, we partner with clients to create transformative communications that are rooted in insight and drive big impact.

Our fiercely independent mindset allows us the freedom to bring together the best talent, ideas and partners, through our unique partnership approach, The PLUS Network, to create powerful, persuasive campaigns. Shiny accolades like Cannes Lions, SABREs, Best APAC Medium Agency and PRWeek Award for Best Use of Social Media/Digital adorn our offices.

Learn more about WE Communications in a video [here](#).

Notable Awards Received

- [PRWeek Global Awards 2021](#) – *Best Agency in Asia Pacific*
- [PRWeek Awards 2020](#) – *Best Places to Work – Extra Large Agency*
- [Umbrella Commscon Awards 2020](#) – *PR Employer of the Year*
- [Holmes Report Global Sabre Awards 2019](#) – *Technology PR Agency of the Year*

WE Communications' Clients Include



Case Studies:

- **Microsoft Airband: Closing the digital divide in rural America** – Efforts to expand broadband service to rural areas had remained largely stagnant due to high costs, lack of new technologies, and market and regulatory conditions. Microsoft considered it a moral imperative to respond to this challenge with bold purpose. In partnership with Microsoft, WE Communications built a communications plan that reflected the breadth of Microsoft's effort—a deep, far-reaching approach designed to connect across audiences and geographies
- **Volvo XC90: A New Definition of Luxury** – The Volvo Cars USA and WE teams executed a plan designed to highlight Volvo's comeback and demonstrate its transformation into a luxury brand. The details would stay true to its history but also appeal to a new set of consumers. Changing Volvo's perception meant engineering a luxurious encounter at every touch point and driving unexpected and delightful experiences. The goal: make it clear that both Volvo and the XC90 were different.

Account Director:

The Account Director will create, manage, and execute PR campaigns with media, influencers, and consumers on behalf of our clients. This position will be responsible for a significant component of the communications program targeting client's customers. This includes partnering with clients to define and evolve the future of our ongoing storytelling program, including alignment to the broader communications, and marketing efforts. The AD is responsible for day-to-day client management and satisfaction, serving as the point of strategic integration and counsel for the team. This position will manage, plan, and execute on earned and owned media programs and will have significant responsibility in business development.

Responsibilities

Job Functions:

- Lead/own projects that demonstrate strategic planning and creative thinking as well as drive news and launches for events
- Pursue and coordinate cross-account/practice and global business opportunities
- Grow, manage, and maintain client relationships with key, senior level media/influencers; proactively engage on issues
- Solicit and share feedback/perception from media and influencers regarding client(s) competition and position in the industry
- Lead engagement with executives and support of their individual social media platforms
- Provide strategic and tactical counsel to executive level clients
- Establish social media objectives and goals across the account(s)
- Partner with clients to establish the strategic direction for social media engagements
- Lead preparation and delivery of organic growth or new business proposal content and in person pitch meetings
- Contribute to agency strategic planning initiatives
- Develop, review, and pitch stories/content
- Develop budget/utilization management and resourcing skills
- Oversee resource allocation across team including staffing, hiring, and onboarding new talent
- Manage career development and performance of direct reports, managing up to senior staff on crisis issues, and client/team satisfaction while holding the team accountable to demonstrating agency values
- Other duties as assigned.

Qualifications

Minimum/Preferred Requirements:

- Bachelor's degree required in Communications, Journalism, Marketing, English or related field is preferred, or the equivalent knowledge and/or experience. Master's degree preferred.
- 5-7 + years of experience in integrated communications or PR, preferably in an agency setting and/or within an applicable industry; 4 + years of management experience required

- Global network experience preferred.
- Proficiency with Microsoft Office suite (particularly Outlook, Word, SharePoint, PowerPoint and Excel)

Additional Requirements:

- High level of analysis and strategic recommendations based on industry knowledge
- High level of initiative; take accountability for role on projects
- Demonstrated creative and strategic mindset
- Has established editor and/or analyst relationships and has proactively placed stories
- Made presentations to groups of all sizes; pitched new business
- Experience developing a team from the ground up
- Client and business environment: Customer service orientation is a must. Job pressure may exist from requirement of handling multiple tasks
- Experience working globally or with colleagues in multiple locations
- Fast-paced team environment (frequent tight deadlines, multitasking, etc.)
- Strong presentation and consulting skills along with the ability to read, write and speak English
- May need to work more than 40 hours per week on occasion

Working at WE Communications

We're promoting a diverse, inclusive culture that rewards passion, creative thinking and growth. Through programs, opportunities and flexibility, WE supports employees at the office and in their lives. Explore what it's like to work with WE.

There's energy here. WE is a workplace where things happen, where inspiration sparks and crackles, a brain-expanding, team-building, cutting-edge-obsessed community of storytellers. Our people work hard, live bold and give back. And our core values — integrity, humanity, excellence, imagination, collaboration — keep us focused on what really matters. WE wants to make sure your experience here is balanced and meaningful. Our purpose is to use our gift of communications to move people to positive action, and that starts with you.

Equal Opportunity: WE provides equal employment opportunity and does not discriminate against an employee or applicant because of age, race, color, religion, gender, national origin, veteran status, disability, sexual orientation, gender identity, marital status, or other legally protected class status.

Diversity and Inclusion: WE values a diverse and inclusive workforce and is committed to creating a workplace where everyone thrives. We promote an atmosphere in which diversity of people and ideas are welcomed and valued. Diversity includes differences in race, religion, gender, age, lifestyle, ethnic background and sexual orientation as well as differences in experiences, points of view and ideas.

Learn more about working at WE Communications in a video [here](#).

Recent WE Communications News

- WE Communications shares [what sort of effect COVID-19 has on technology PR](#)
- [WE Adds Scientific Engagement & Medical Education Offer](#)
- WE-hosted virtual event "[Inside Voices: Purpose-Driven Employee Engagement as a Catalyst for Change](#)" focused on brands building a more powerful sense of purpose with their staffs.

WE Communications Sectors

- **Technology:** We flawlessly execute corporate, employee, stakeholder and executive communications, digital marketing, and much more to drive strong business outcomes for our clients across the technology landscape.
- **Healthcare:** We bring a progressive communications approach to a historically prescriptive industry.
- **Consumer:** Turning consumer trust into loyalty is our sweet spot. Delivering passionate, lifelong believers is our mission.

To Apply:

Tell us why you are a great fit for WE Communications. Please send a cover letter, resume and compensation requirements to kimhunter@lagrant.com.

KLH & Associates Contact

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