

ACCOUNT DIRECTOR

Location: On-site (Greenville, SC)

Schedule: Full-time

Department: Client Relations

Reports to: Director of Client Strategy

JOB OVERVIEW

The Account Director serves as a senior client leader responsible for the strategic, relational and financial health of assigned Crawford accounts, including ownership of account profitability, revenue retention and growth.

The Account Director brings demonstrated experience leading complex, high-visibility marketing and advertising work in an agency or similarly fast-paced environment. The ideal candidate has worked across sophisticated brands, multifaceted business and marketing challenges, and engagements involving multiple stakeholders, significant scope and high client expectations.

This role develops trusted relationships with senior client stakeholders, provides strategic counsel and ensures Crawford is delivering meaningful value beyond individual projects or assignments. The Account Director maintains a broad view of clients' businesses and identifies opportunities to strengthen their marketing efforts, deepen relationships and grow account revenue.

Internally, the Account Director provides senior leadership across account teams, ensuring agency resources are effectively aligned, client engagements are financially healthy and Client Relations team members have the direction and support necessary to succeed.

KEY DUTIES & RESPONSIBILITIES

- Serves as the senior relationship lead for assigned client accounts.
- Develops trusted relationships with senior and executive-level client stakeholders.
- Provides strategic counsel grounded in client business objectives, audiences, industries and market dynamics.
- Oversees account strategy and ensures integrated recommendations support client goals.
- Directs other Client Relations team members responsible for day-to-day account management.
- Reviews and provides senior-level guidance on client strategies, plans, creative concepts and recommendations.
- Ensures accounts are appropriately staffed and agency resources are effectively deployed.
- Maintains accountability for account revenue, profitability, forecasting, scope and financial performance.
- Regularly assesses client satisfaction and relationship health and proactively addresses concerns.
- Identifies and develops organic growth opportunities within existing client relationships.
- Leads significant client presentations and sensitive or high-level client conversations.
- Coaches and develops Client Relations team and contributes to performance management and career development.

CRAWFORD

- Continuously strengthens professional knowledge and leadership skills through relevant professional development opportunities.
- Supports staffing and resource planning within Client Relations.
- Plays a support role in new-business strategy, proposal development and pitches.
- Collaborates with agency leadership on client, operational and business-development priorities.
- Represents Crawford professionally in client and industry settings.

REQUIREMENTS

- 4-year college degree in marketing, communications, business or related field preferred.
- Demonstrated experience leading complex client relationships and multidisciplinary teams.
- Prior people-management experience.
- Strong business and financial acumen.
- Excellent strategic, leadership, presentation and relationship-building skills.
- Proven ability to grow client relationships and navigate complex business challenges.
- Strong understanding of integrated marketing and communications.
- Exhibits flexibility and calm under pressure, with the ability to shift directions seamlessly and move into problem-solving mode whenever challenges arise
- Demonstrates Crawford core values of will to win, excellence, dependability, curiosity, and respect.

Please submit resumes to sydney@crawford.agency.