

ACCOUNT SUPERVISOR

Location: On-site (Greenville, SC)

Schedule: Full-time

Department: Client Relations

Reports to: Account Director

JOB OVERVIEW

The Account Supervisor provides strategic and operational leadership across assigned client accounts, with responsibility for the quality of the work, strength of the client relationship and profitability of assigned accounts.

This role leads increasingly complex client engagements and marketing initiatives, translating client business objectives into integrated agency solutions and ensuring work is strategically sound, effectively executed and appropriately managed against scope and budget. The Account Supervisor is comfortable navigating multifaceted projects, multiple stakeholders and elevated client expectations while maintaining a clear view of both the details and the larger business objectives.

KEY DUTIES & RESPONSIBILITIES

- Maintains senior day-to-day client relationships and serves as a trusted advisor on assigned accounts.
- Oversees the overall delivery and quality of agency services across assigned accounts.
- Translates client business objectives into integrated marketing and communications strategies.
- Leads development of annual or campaign-level plans in collaboration with the creative, communications, media and strategy departments.
- Reviews strategic recommendations, creative concepts, media plans and significant deliverables before client presentation.
- Leads major client meetings and presentations.
- Ensures internal teams receive clear strategic direction and appropriate client context.
- Oversees account scopes, staffing, timelines and budgets.
- Monitors account profitability, revenue forecasts and billing and proactively addresses financial concerns.
- Ensures work remains within approved scope and manages conversations regarding scope changes.
- Regularly assesses client satisfaction and proactively addresses potential concerns.
- Identifies opportunities to expand client relationships and Crawford's services.
- Coaches and develops junior Client Relations staff.
- Participates in performance feedback and development planning for team members.
- Supports proposals, pitches and other new-business initiatives.
- Represents Crawford professionally in client and industry settings.

REQUIREMENTS

- 4-year college degree in marketing, communications, business or related field preferred.
- Prior experience leading client accounts and mentoring or supervising team members.
- Strong strategic, financial and account-management capabilities.
- Demonstrated ability to manage integrated marketing campaigns.
- Excellent client relationship, presentation and communication skills.
- Strong leadership and problem-solving abilities.
- Ability to balance multiple clients, teams and priorities.
- 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.