



TRUE NORTH

MARKETING + PUBLIC RELATIONS

True North Marketing + Public Relations
Position: Account Manager
September 2024
Send resume to: Lorri@betruenorth.com

At True North, an account manager is a critical link between our firm and our clients, ensuring their needs are met, opportunities are leveraged, relationships are grown and brands are protected. The role is carefully crafted for someone who can see the big picture and make sure clients are heard. Fully understanding our clients' business objectives, designing and activating marketing strategies, managing communications, developing reports, and establishing and monitoring budgets are essential.

Project management and content creation is also a focus; persuasively packaging and writing creative briefs, web copy, articles, social posts and presentations is highly valued.

We're looking for someone with strong interpersonal abilities (such as empathy and emotional intelligence), keen observation of societal and industry trends, attention to detail and availability for client needs, sometimes outside standard business hours.

Above all, we seek a professional who loves the art and science of marketing and communications; is curious and genuinely interested in learning new things; is a driven, collaborative team player; and will energetically support our collective desire to deliver on our promises and be the best in our field.

Responsibilities

- Establish and maintain long-term, trusting relationships with clients and partners, proactively communicating with them about progress and results
- Demonstrate creativity and proactivity by leading group brainstorm sessions, developing new ideas, and providing strategic recommendations
- Create marketing and communications plans, organize strategies, prioritize tasks, establish KPIs, budgets and timelines, activate plans, manage teams, solve challenges and deliver results
- Seek out and understand economic, political, regulatory and industry changes potentially affecting our clients' businesses
- Work closely with cross-functional teams and True North's brand, experience design, digital, sales and administrative partners to fully leverage resources
- Monitor budgets, spending and revenue implications
- Develop content for social media campaigns and maintain content calendars
- Research and analyze websites, online content and social channels
- Write persuasively to educate, explain and compel action
- Identify and develop relationships with stakeholders, influencers and brand ambassadors
- Ensure all internal and client deadlines are met
- Develop and present monthly, quarterly, annual and campaign reports, including data-driven insights and recommendations for strategy improvement



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- Run weekly client meetings, including agendas and post-meeting recap reports
- Partner with senior management to assess and manage client concerns, issues and crises as they arise
- Maintain accurate client records, keeping track of any contract updates and renewals
- Opportunity to lead on special projects and other key company and client initiatives.

Requirements

- Previous experience as a main point of contact for client relationships
- Exceptional communication skills and ability to work cross-functionally with creative, technical and other teams
- Bachelor's degree in marketing, communications or a related field
- 5+ years of experience in marketing and/or communications
- 2+ years of experience in a management or supervisory role
- Excellent written and oral communication and interpersonal skills
- Experience in content creation, proofreading and copy editing
- Innate ability to organize, multitask and follow up
- Action-oriented and motivated
- Proactive and professional self-starter who understands business basics
- Exceptional approach to client service
- Ability to listen, take professional feedback and accept guidance
- Flexible schedule with ability to travel
- Knowledge of email marketing campaigns, SEO, and social and digital ad platforms (Facebook Ads, Paid search, etc.)
- Proficient with Microsoft Office and Adobe Creative Suite, Hubspot and CRM software

Location

The position is mostly remote but Central Florida-based candidate is highly desirable

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