

## Director of Client Services

The Director of Client Services is responsible for client communication, strategy building and execution, and serving as the voice of the client within our organization. The ideal candidate will have demonstrated senior-level experience in a dynamic agency environment. Assertiveness and organization are key attributes for success. The right candidate must have the ability to relate to and build confidence with client senior leaders.

Duties include daily communication with clients, project management, and making high-level strategic recommendations to clients, based on data. Additional responsibilities include an active role in business development, creating and leading strategic presentations, and running internal meetings to discuss ongoing client accounts.

### Description of Roles:

Client Communication: proactively communicating with clients on a regular and as-needed basis, pulling out and prioritizing action items without explicit direction, as well as setting and reiterating expectations between client and ONEFIRE to keep programs and projects on track.

Client Strategy Development: creating and executing strategic documents/presentations to help clients understand the investment, tactics, and time needed to reach their goals.

Client Account Management: overseeing and providing direction to the ONEFIRE team to help manage client programs. Programs will involve Inbound, paid search, social media, SEO, and more.

### Key Responsibilities:

- Create, evolve, and implement results-driven digital strategies
- Communicate with clients daily, providing updates, insights, and answers to questions
- Develop and present strategic and tactical recommendations for both prospective clients and existing
- Execute inbound programs in marketing automation platforms – specifically HubSpot and Keap InfusionSoft
- Provide ongoing analysis, optimization, reporting, and recommendations based on campaign performance
- Manage and oversee all aspects of specific client projects and ongoing engagements

### Job Requirements:

- A minimum of 10 years in a leadership position working with clients in a sales, marketing, and strategy
- A history of success in developing, implementing, and measuring marketing strategies
- Experience managing and coordinating multiple initiatives across internal teams and client relationships
- Expertise in forecasting and identifying emerging trends in the marketing industry

- Ability to see projects through to completion under tight deadlines
- Strong verbal and written communications skills
- Demonstrated ability to work as a team player, prioritize, multi-task, and work with minimal supervision
- *Certifications in Google Analytics, Google Adwords, and Inbound Marketing (HubSpot preferred) are a plus*
- *Experience with healthcare practices, medical products, insurance, higher education, and/or managed IT services is a plus*