

Account Director

BKM Marketing, a growing boutique marketing agency and consultancy, seeks an experienced **Account Director** to play a vital role in delivering mutually successful relationships with multiple clients, primarily in the financial services industry. You will have ultimate responsibility for ensuring that BKM Marketing meets or surpasses client business objectives.

- Lead and manage multiple client relationships, serving as the primary contact to both senior and junior level client management.
- Master client business priorities including economic levers, pain points, industry, organization, and success definitions to design cost-effective solutions.
- Build customer advocates and develop deep strategic client relationships to build a loyal client base that actively advocates for our company.
- Develop and deliver new project proposals, strategy briefs, progress reports, results analyses, and client presentations.
- Manage creative development of traditional and digital marketing programs.
- Lead day-to-day account activities in collaboration with internal and external partners to ensure successful project implementation.
- Deliver flawless service experiences that meet or exceed client strategic and brand requirements, quality standards, and results expectations.
- Expertly manage client relationship profitability.
- Support new business initiatives within own client relationships and prospective BKM Marketing clients.
- Oversee all deliverables of the extended BKM Marketing team to ensure client expectations are met. Smoothly identifies and presents solutions to project issues and challenges that arise.
- Works to identify resources when gaps exist. Develop relationships with the extended team that enhances our team's ability to deliver excellence.



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BKM Marketing is an Inc5000 boutique marketing agency and consultancy founded in 2002. Clients value our hands-on approach to data-driven B2C and B2B marketing strategies, creative and program management—leading to attractive returns on marketing investment. While our client heritage includes a range of national brands and regional players, we specialize primarily in financial services marketing, bank merger communications, and lawn care

We offer competitive compensation and benefits to eligible employees, including 401(k) matching, unlimited paid time off, flexible work schedules, subsidized health and dental insurance, vision insurance, pet insurance, and more.

BKM Marketing is an inclusive Equal Opportunity Employer and does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, disability, any other federal, state or local protected class.

Requirements and Qualifications

Account Director

- You thrive navigating complex relationships with multiple personality types--including c-suite executives, brand or product managers, creative directors, data analysts, and operations staff. The ideal candidate has a successful track record in a marketing agency or consulting organization.
- You enjoy being a savvy client advocate. As one of the primary points of contact for the client, you have the analytical talent, creative depth and consultative style to be a trusted advisor.
- You also possess the following skills and passions:
 - 5+ years of hands-on experience leading mutually successful engagements in an agency or consulting environment, ideally serving banks or other financial services clients.
 - Client account advocacy experience with exceptional interpersonal skills—in writing, on video conference, and in person.
 - Expertise with digital, print, mail, and other marketing channels.
 - Possess intense curiosity and proven data analytics skills to identify and visually explain marketplace trends, opportunities, risks, and other factors that will help BKM Marketing clients succeed.
 - Analytical skills to dissect client databases to identify opportunities, trends, profitable segments, and ROI. Ability to simplify findings to present a compelling data story for clients.
 - Near-flawless attention to details.
 - Exceptional team player who thrives in a fast-paced, dynamic environment. Respectfully embraces the individual skills and personalities of internal and external colleagues and partners.
 - Ability to manage evolving and competing priorities with tight deadlines--without overlooking the numerous details that drive program success. Must be a curious and passionate problem solver.
 - Handle high-pressure situations with patience, tenacity and tact.
 - Genuine interest in the financial services landscape, ideally in the banking sector.
 - BA or MBA in a relevant field of study.

Details

Job Type: Full-time

Work Location: Hybrid Remote in Hingham, MA 02043. Our team works at our Hingham Shipyard office location on Tuesdays and Wednesdays with flexibility to work remotely up to 8 business days per month.

Benefits

- 401(k)
- 401(k) matching
- Dental insurance
- Disability insurance
- Employee assistance program
- Employee discount
- Flexible schedule
- Flexible spending account
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Paid training
- Parental leave
- Vision insurance

For more information, visit [BKM Marketing Careers](#) >

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