



Position Announcement
Account Director
2022

Are you passionate about working with socially progressive nonprofits? Are you a natural leader who enjoys playing a critical role in bringing fundraising strategies and creative concepts to life through flawless execution, coordinated account management and a research-based, data-driven approach? Then join our team today!

O'Brien Garrett is an award-winning direct response fundraising agency looking for an experienced Account Director to be a key driver of client relationships and direct mail fundraising programs. The Account Director is the senior strategist for one or more clients and is responsible for cultivating and managing the client-agency relationship and overseeing the flawless execution of direct mail and integrated fundraising campaigns. Responsibilities include campaign strategy and planning, list selection, production oversight, campaign results analysis, monitoring KPI's to achieve overall program goals and budget reconciliation/cashflow reporting.

The ideal Account Director candidate is nonprofit fundraising, marketing/direct marketing savvy, excellent at gathering, analyzing, and reviewing performance data, a strong communicator, client-focused, strategic, organized, results focused and detail-oriented. If you love the challenge of keeping up with a fast-paced environment while leading dynamic campaigns and diving into measuring strategies for success, this is the position for you!

O'Brien Garrett offers a collaborative team environment that encourages professional growth. You will work side-by-side with a talented group of professionals committed to helping forward-thinking organizations realize their fullest potential. Headquartered in Washington DC, we also have a New Orleans office in Bywater and support in-office, hybrid, and fully remote workplace options.

Essential Functions

As an Account Director, you will:

- Serve as the main point of contact and primary manager of the client relationship, which may include multiple teams and client contacts. Anticipating, managing, and exceeding client expectations by delivering responsive, proactive communications is the top priority.
- Maintain daily contact with the client, conduct regularly scheduled meetings and provide campaign update reports to have deeper conversations about performance, analysis, and program strategy.
- Drive the scheduling of strategic meetings for both client facing and agency and/or partner teams, including program strategy sessions, campaign kick-offs, performance reviews, annual program and budget planning, list performance and messaging/creative reviews.
- Formulate the program budget strategy and build out the budget and cash flow documents.
- Prepare detailed performance reports and strategic overviews for client meetings.

- Produce campaign Strategy Memos for direct mail, integrated and/or telemarketing channels including identifying campaign outcome goals, audiences, testing, messaging, and package or execution formats to kick off these efforts.
- Work with staff writers and designers to ensure that copy and art guidance meets the creative direction outlined in the strategy memo.

Key Competencies

We have identified the following competencies as key for this position:

1. Relationship savvy
2. Communications
3. Fundraising acumen
4. Results oriented and data driven
5. Technical aptitude/willingness to learn
6. Strategic innovator and collaborator
7. Project manager
8. Strong presenter
9. Problem solver
10. Creative

Candidate Attributes

The successful candidate will have some combination of the following attributes:

- A minimum of five years of experience in fundraising, project management, account management, marketing, direct marketing, some combination of the above, or a related field (agency or non-profit experience is a plus)
- Experience in direct mail marketing or production preferred
- Strong written, verbal and people skills
- An aptitude for building and maintaining relationships
- Excellent planning, leadership, and team coordination abilities
- Service-oriented and ready to go the extra mile for clients
- Strategic with an understanding of the bigger picture, not trapped in the day to day
- Strong working knowledge of Microsoft Office suite especially Excel and PowerPoint, along with Google Docs, SharePoint, Looker, Slack, Asana, and/or other project management software

How to Apply

Submit a detailed cover letter, your resume, and contact information for three references as one PDF to jobs@obriengarrett.com using "Account Director" with your name as the subject of your email (e.g., Account Director – Jane Doe).

We have a commitment to a diverse workplace.

At O'Brien Garrett, we do not just accept differences, we celebrate them! Our client work focuses on policies that impact the most marginalized people in society — including people of color, people from disadvantaged communities, women, and LGBTQ people and we strive to attract, develop, and retain highly qualified individuals representing the diverse communities we represent. If your experience does not align perfectly with every qualification in the description, we encourage you to apply – you may be the right candidate for this or other roles.

Competitive pay and benefits.

O'Brien Garrett offers competitive salaries and a comprehensive benefits package including health benefits that includes both dental and vision insurance, long-term disability, short-term disability and life insurance for all employees, flexible schedules, a minimum of 15 days paid time off, 12 paid holidays, paid parental leave, home office stipend, and 401(k) plan with a 2% employer match and as budget allows, discretionary year-end bonuses.