

SCALE MARKETING ASSOCIATE DIRECTOR OF CLIENT SERVICES:

A leader on the Client Services team, the Associate Director acts as mentor to Scale Marketing Account Managers, and as a trusted resource for both client strategy and business development efforts across all clients. Reporting to the Director of Client Services, this role guides Account Managers in day-to-day activity related to account activities and media fulfillment.

The Ideal Candidate:

- Manages projects and handles multiple tasks with competing priorities under minimal supervision.
- Thinks critically and exercises independent judgment and discretion.
- Technologically savvy and resourceful
- Results-oriented and solution-focused with a problem-solving attitude
- A team player who possesses strong attention to detail
- An effective oral and written communicator
- A proactive self-starter, capable of setting goals and reporting progress
- Shows an eagerness to understand the agency and client operations.

This role acts as a Mentor to the Client Services team at Scale Marketing:

1. Hosts weekly/bi-weekly 1:1s with Account Managers to review day to day activity including:
2. Troubleshooting/conflict resolution
 - a. Assist with problem solving and successfully navigating internal resources.
3. Staff Development and coaching
 - a. Work with Director of Client Services to establish benchmarks for individuals to keep them moving up the career ladder at Scale marketing.
 - b. Encourages ongoing “lean-forward” posture, curiosity, and inquisitiveness.
4. Lead/Participate in Account Manager recruitment efforts/interviews.

Scale Marketing New Business Development Support

1. Project support for Scale Marketing Biz Dev effort
 - a. Coordinate internal team resources as necessary to develop/complete:
 1. Category research/competitive info for New Business prospects
 2. Market conditions analysis
 3. Scale marketing case studies
 4. Prepare/review follow up materials as prospects move through the funnel.
2. Oversee process of new client historic media/marketing reviews
 - a. Develop insights for strategists based on Media Planner’s historic media review.
3. Curate thought Leadership pieces written on behalf of Scale Marketing.
 - a. Revive agency Client newsletter and/or curate content for posts on new Scale Marketing website/Linked IN

As a thought leader within Scale Marketing, the Associate Director contributes to ad-hoc projects as they arise:

1. Demonstrates an understanding of the role marketing and media strategy can play in a business’s success.
2. Displays strong business acumen able to assess nuances in varied situations.
3. Provides sound opinions rooted in data when problem solving on behalf of Scale current and potential clients.

QUALIFICATIONS

- Bachelor’s Degree in marketing, communications, advertising, journalism, or related field + minimum 5 years work experience

- Experiences managing/mentoring in a professional setting
- Ability to provide mentorship and coaching for Account Managers with weekly constructive feedback aimed at ongoing personal and professional growth
- Desire to work in a fast-paced startup environment.
- Analytical thinker who is willing to ask questions.
- Proficiency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)

WHAT WE VALUE IN OUR PEOPLE

- Curiosity
- Honesty
- Integrity
- Respect for Peers and the Process
- Diversity and Inclusion
- Ego-less: We all pitch in where needed to get the job done.
- We Treat Our Clients Businesses Like They Are Our Own

BENEFITS & PERKS

- Comprehensive benefits package that includes health, vision, and dental insurance, with generous employer contribution
- Ongoing education & training
- Open office and casual work atmosphere (*Currently working hybrid)
- Company sponsored events & team building experiences
- Unlimited PTO

About Scale Marketing:

Scale Marketing is a collective of professionals who bring unique business and media experience together to drive client success. We dive into our client's customer data and historic media buys to understand where a business has been and optimize strategy to bring it closer toward where the client wants to go. We buy media strategically and efficiently, and produce creative work designed to meet specific KPIs. With robust data and analytics expertise, Scale's job is never done – we are constantly testing, analyzing, updating, and optimizing based on how business flows. We attribute our success to the way we treat our clients and each other, and we are always looking for subject matter experts to join our team.

Proud to be awarded designation by *Crain's Chicago Business* as one of the 2021 Best Places to Work in Chicago.

