



Realtime Agency - Account Director

Who are Realtime Agency:

We are a next-generation digital performance media agency. With advancing programmatic technology we now have the ability to optimize the customer journey all the way from initial TV buy through to online purchase. We help businesses transform their digital buying processes to drive cost efficiency and significant growth by providing a new age full funnel media solution.

At the forefront of digital advertising we plan and execute media across audio, search, social, mobile, programmatic (Addressable TV, CTV, DOOH), native, display, SMS and email. Whether the campaign objective is driving brand awareness, lead generation or new customer sales we pride ourselves in being the best at what we do to help our clients succeed, no matter how big or small the goal.

In just 2.5 years, working with the largest brands in the world, Realtime Agency has grown its managed media spend from 30 million in 2020 to 100 million in 2021. Our growth is organic and down to significantly outperforming our client goals through performance and brand expertise. We continue to evolve in order to align with the trends and maintain our status as a front running full-funnel media agency.

Founded only in 2017, Realtime Agency has grown rapidly from 2 people in 2018 to 60 people in 2020! With many new clients on the horizon this is an exciting time to join us on our ambitious journey.

Responsibilities:

- Will be lead on media accounts run from Denver Office
- Responsible for managing their team to achieve client services and operations targets
- Responsible for upsell (and upsell targets on clients (including adding new channels and media spend channel growth)
- Responsible for Denver team yearly revenue targets.
- Upsell definition is increasing the value of client contracts for each quarter versus the quarter for previous year
- Responsibility to build relationships with client direct partners at advertising channels such as Facebook /Instagram /Snap to work together to expand accounts spend, improve performance and keep clients ahead in beta opportunities. This includes strategic planning /ideas to persuade clients to invest more in social versus other channels

- Responsibility to interpret client base ad tech needs to ensure our product and tech team are updated with innovative client requests to improve product and customer experience.
- Producing sales documentation to support upsell pitches
- Forecast and track revenue + upsell revenue by client on a monthly, quarterly and yearly to provide data to VP to plan for year.

Client Management:

- Responsibility for client happiness which includes:
- Managing client on-boarding process and successful launch of client environments and campaign launch.
- Managing senior client relationships
- Ensuring client adoption into Sprinklr platform (and team adoption so that when client logs into platform they have comprehensive reporting dashboards etc)
- Client renewing software and managed services annual contracts

Qualifications:

- Experience with brand media planning, being able to put together full brand marketing plan
- Experience with account growth – multi + omni channel + organic growth
- Experience with building senior relationships
- Evidence of a history of running ops – Can get into the weeds if necessary
- Evidence of an understanding and experience on multi-channel – programmatic, mobile, display, social, search etc.
- Evidence of commercial awareness
- Experience training
- Experience developing and training team members/ implementing development plans and reviews
- A passion for client happiness and team happiness.