

Put your skills to work for a fast-paced PR firm with a stellar reputation – a place where you can be creative and really make a difference.

High Road Communications is an award-winning public relations agency dedicated to shaping integrated communications for technology and lifestyle companies – including some of the biggest brands in the industry. The firm serves clients across North America from offices in Toronto, Vancouver, San Francisco, Ottawa, and Montreal.

We have immediate opportunity for an Account Director, Digital in the Toronto office. As an Account Director at High Road Communications, you are a senior communication professional overseeing the strategic development and execution of digital communication and marketing projects.

Reporting to the Vice President (Toronto) this position comes with four overarching goals:

- Provide clear and well-organized account and project management and direction to all members of High Road's digital team throughout the lifecycle of a project.
- Deliver attentive, responsive, proactive and personable client service to achieve high levels of customer satisfaction.
- Assist in developing and marketing High Road best practice digital communication solutions.
- Assist with the exploration and development of new business opportunities with existing or prospective clients.

Key Responsibilities include:

Client Service  
Team Management and Leadership  
Business Development

#### **Client Service**

- Analyze clients' strategic business and communication plans and priorities and develop supporting online communications and marketing strategies. Specific activities can include:
  - Internal and external stakeholder consultations
  - Information architecture
  - Auditing online influencers
  - Competitive analysis
  - Leading usability testing
  - Measurement and analysis
  - Other research as required
  - Developing strategy documents or briefs
- Manage and oversee all aspects of an online project, including the building of the end-product, the budget, the timeline and the allocation of personnel and resources. Specific activities can include:
  - Scoping out new projects and developing accurate budgets
  - Project planning and management
  - Facilitating client reviews of creative or technical aspects of a project
  - Managing quality assurance internally and guiding client reviews
  - Working with the Director of Operations to prioritize work and allocate resources
- Work on new and existing High Road projects, including the development of large, communications and marketing focused Web sites, intranets, extranets and social media programs.

### **Team Management and Leadership**

- Provide High Road project team members with clearly defined goals, timing and tasks for every project you manage.
- Lead creative thinking exercises throughout a project to foster new ideas, team inspiration and innovation.
- Troubleshoot any hurdles or delays associated with your projects in a logical and well-planned manner.
- Produce and track key project management materials such as budgets, project plans/timelines and project post-mortems.

### **Business Development**

- Assist with marketing High Road's services in the Greater Toronto Area and beyond based on network of contacts. Develop marketing skill set and establish proven ability to identify and engage new mandates with existing and new clients.
- Assist in the production of marketing materials and compelling proposals to prospective clients outlining how High Road's digital communications approach can assist a client in connecting with their audiences.
- Lead brainstorm sessions to develop ideas for new and existing clients
- Lead the proposal development process for new and existing clients
- Lead and participate in pitches with High Road and participate in pitches with colleagues from sister agencies

### Success in this position requires:

- Ability to execute responsibilities with only broad direction of a strategic nature
- Ability to take initiative and to make multiple decisions in a timely manner
- Excellent communication, listening and consulting skills
- Strong project management and problem solving skills
- Deep familiarity with digital communication trends and the world of social media
- Excellent writing skills
- Detail-oriented
- Ability to meet deadlines without sacrificing quality
- Commitment to promote a positive, professional attitude within the team
- Understanding of public relations, communications and marketing principles and how they apply to digital communications
- Commitment to the highest ethical standards in digital communication, particularly in regards to use of social media

### Qualifications:

- 5-7 years experience in digital communications and/or marketing
- Experience in an agency environment
- Education in communications, marketing, public relations and/or digital marketing

If you have the above qualifications, as well as a related academic background, please submit your resume to Raman Uppal, Human Resources Specialist at [careers@highroad.com](mailto:careers@highroad.com)

For more information on High Road Communications – consistently ranked as one of the best places to work in Canada – please visit our Web site at [www.highroad.com](http://www.highroad.com).