



POSITION: Account Director

LOCATION: Austin, TX

Dialog is a strategic, marketing firm based in Austin, Texas. Our emphasis is deeply and creatively understanding a client's business to uncover disruptive solutions that truly drive business results. We specialize in delivering marketing strategy, program execution and performance management based on actionable customer, organization and market insights derived during our unique process. With an open approach, Dialog brings open ideas to each organization we work with and new insights that our business naturally fosters. The contemporary marketing landscape demands both an aggressive pace and highly creative minds. This is the power of Dialog.

Dialog is seeking an Account Director to lead strategy, business planning and oversee execution of marketing programs for a technology manufacturer targeting the Public Sector. Ideal candidates will have extensive experience in developing actionable, results-oriented B-to-B marketing solutions on behalf of technology brands. A blend of client-side and marketing services lineage as well as public sector (education, healthcare, government) experience are highly preferred. This position is located at our headquarters in Austin, Texas.

RESPONSIBILITIES:

- Development of strategic business plans and go-to-market plans that drive to clients goals
- Primary account lead for a LOB/segment marketing division within a Dialog strategic account
- Develop strong relationships with client stakeholders at all levels including executive leadership
- Lead account development strategy and continuously identify opportunities for solutions that align with client needs
- Socialize Dialog philosophy, capabilities, credentials and case studies among prospective stakeholders
- Co-lead needs assessment, discovery & planning with client stakeholders in support of developing marketing solutions to meet business objectives
- Provide subject matter expertise & insights around target customer purchase behavior (i.e. technology purchases in healthcare, education, etc.)
- Recommend, refine and optimize go-to-market strategies and tactics in partnership with client marketing stakeholders against key performance indicators
- Oversee execution of all marketing programs & tactics to ensure they are on-strategy

- Work with associate consultant and planning lead to ensure account profitability and resource utilization/efficiency
- Ensure contributing team members are thoroughly briefed and that the needs of the client, of Dialog and the team are well balanced
- Contribute to the growth and evolution of Dialog outside of day-to-day account responsibilities

REQUIREMENTS:

- Degree in marketing, communications, business or equivalent – MBA strongly preferred
- Experience working client-side for a large enterprise brand
- Experience working for a marketing services firm or top-tier consulting firm
- Proven experience developing and managing complex marketing programs resulting in measureable business outcomes
- Experience working for or in service to a major technology manufacturer strongly preferred
- Healthcare and/or Education sector marketing experience strongly preferred
- 10-15 years of marketing experience including sr. manager-, director-, and/or consultant-level roles
- Must be proficient in assessing complex business challenges and developing integrated marketing solutions
- Must have experience successfully working within complex, highly-matrixed marketing organizations
- Must have successfully managed to financial growth targets (client-side and/or services-side)
- Familiarity with complex distribution models, b-to-b marketing best practices, trends in public sector marketing
- Demonstrates through action an understanding that execution validates strategy and is critical to client retention
- Other attributes of the ideal candidate include: Critical thinking, collaborative work-style, innovative, pragmatic, enthusiastic, entrepreneurial, self-starter, goal oriented

PLEASE SEND ALL INQUIRES TO: JOBS@DIALOGGRP.COM OR VISIT WWW.DIALOGGROUP.COM