

## Director – Account Services/Strategic Communications

The Director of Account Services/Strategic Communications at Hershey|Cause is a key staff position. A seasoned marketing professional, the Director is responsible for leading account management of clients and the development and implementation of strategic communication strategies.

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### Critical Job Responsibilities

#### Account Management

- Provide/oversee day-to-day client contact
- Keep Hershey|Cause management informed of the status of client projects.
- Build and supervise teams of people necessary for client accounts and projects
- Supervise/manage, recruit and train staff
- Establish client budgets and monitor job cost accounting

#### Strategic Marketing/Communications

- Manage and lead strategic development a full range of marketing projects and campaigns including PR, branding, advertising, media buys, Web/online and interactive development event planning, collateral development and more.
- Responsible for developing and managing project timelines and production schedules and ensuring that projects are on deadline
- Lead the development of strategic plans
- Provide sound and creative solutions to client projects

#### New Business Development

- Generate new business with current client accounts
  - Lead/assist in the preparation and implementation of new business proposals and pitches
  - Assist in the development of CSR/cause marketing capabilities of Hershey|Cause
  - Participate in networking opportunities including trainings, speaking engagements and development of white papers, etc.
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### Minimum Requirements

#### Education and Experience

10 or more years experience in marketing communications, public relations, advertising or related field, including experience supervising projects and teams.

Master's Degree in Marketing, Public Relations or related field preferred.

#### Skills and Abilities

Strong knowledge of marketing communications, media relations and creative services.  
Strong organizational, follow-through and time management skills.  
Strong oral and written communication skills.  
Online and/or interactive experience preferred.

Excellent interpersonal skills necessary to build and maintain client relations and direct project members.  
Proficient with MS Word, Excel and PPT.

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All team members should strive to consistently exhibit our core values and guiding principles.

## **Mission**

We use communications to make a positive difference in the world

## **Guiding Principles**

The following are essential to Hershey|Cause as a company, in our work, with our clients, and within and among ourselves:

Consistent **Excellence**. Timeless **Quality**. Best-in-class pros.

**Intelligence** permeates everything we do. Thoughtful.

Always thinking ahead. **Vision**. First to spot big ideas.

**Energy**. Excited about our work. **Passionate** about what we do.

**Warmth**. A “realness” in ourselves, our work and our clients. **Authentic**.

## **Core Values**

The following are qualities that we embrace in our team and in our clients:

Positive	Energetic
Approachable	Passionate
Accountability	Authenticity
Collaboration	Quality
Vision	Clarity
Passion	Honest
Diverse	Humor
Creative	Intelligent

Team members are expected to collaborate and participate fully to build an organization that, with a focus on our mission and values, drives toward healthy growth.