



ROLE: **Account Manager, Strategy & Client Service**
REPORTS TO: VP, Strategy & Client Service
LOCATION: In Office

TMD | THE MARKETING DEPARTMENT

Connect brands with people. Change lives. Bring brands to life and life to brands.
Ask the tough questions. Have the courage to challenge good-enough.
Do what's right, always. Lead with strategy. Be agile. Find solutions.
Be great people. Be proud of what we do. Come together. Celebrate.
Care for each other. Be the catalyst for what comes next.

ABOUT THE JOB

The **Account Manager** is the strategic lead and primary client partner, responsible for translating business objectives into integrated marketing strategies and ensuring exceptional client service.

This role focuses on strategy, relationship management, and overall program leadership – partnering with internal specialists to bring campaigns to life and drive measurable results.

WHO WE ARE LOOKING FOR

- A strategic thinker with strong business acumen
- A confident client leader and communicator
- A collaborative team driver who can align cross-functional teams
- Highly organized with strong project oversight skills
- Analytical and insight-driven
- Solutions-oriented and adaptable in a fast-paced environment
- Strong presenter and storyteller
- A mentor who supports team growth



WHAT YOU WILL DO

Client Leadership & Strategy

- Act as the primary point of contact for assigned clients
- Lead client meetings, presentations, and strategic discussions
- Translate business objectives into integrated marketing strategies
- Identify growth opportunities and additional services
- Build long-term client relationships based on trust and performance

Account & Project Leadership

- Oversee all projects from briefing through delivery
- Define scope, timelines, budgets, and resourcing
- Ensure alignment across internal teams and external partners
- Maintain high standards of quality, accuracy, and performance
- Deliver regular status updates and reporting

Performance & Optimization

- Interpret performance data and provide strategic recommendations
- Ensure campaigns align with KPIs (awareness, engagement, conversion, ROI)
- Guide optimization strategies with internal specialists
- Monitor market trends and competitive activity

Collaboration & Leadership

- Work closely with internal SMEs (digital, creative, media, web)
- Facilitate internal workflows and team alignment
- Coach and mentor junior team members
- Contribute to a positive, high-performing team culture

THE EXPERIENCE AND EDUCATION WE ARE LOOKING FOR

- Post-secondary education in marketing, communications, or related field
- 4–7+ years in an agency or similar environment
- Proven experience managing client relationships and leading strategy
- Strong understanding of digital marketing (paid, owned, earned)
- Excellent communication, presentation, and organizational skills
- Experience managing multiple projects and priorities



BEING A PART OF TMD MEANS A LOT

We are continually striving to be the catalyst for what comes next while delivering inspiring connections between brands and their audiences.

We insist on doing whatever it takes to help a client; help a colleague help a client; and help each other. Our business is stood up on pillars of Agility, Strategy, Solutions and a collection of People who exude these core values every day.

OUR VALUES

Listen

We believe everyone's opinion matters and has value. It's critical that we hear the challenges and consider all opinions to be partners in a solution.

Think

We always take the time to understand, research, ideate and plan so we can create unique, effective solutions that drive results.

Challenge

Our 10th Voice Principle ensures we ask the hard questions and dig into the why without reprimand, prejudice or bias.

Deliver

We do what we say we're going to do throughout the strategy, planning and implementation of any engagement. And we expect to be held accountable because we'll do the same for you.

Perform

We believe results don't happen by chance. They are earned, measured, and should be pursued deliberately with purpose. Performance will deliver growth, and we facilitate growth in our people, clients, and communities.

HOW TO APPLY

Please forward responses to careers@tmd.ca

Thank you in advance for your application.

Only those being considered will receive a response.