



Position Description: Account Director

About you and the role

Robejohn is an independent, specialist fundraising agency in the vibrant creative hub of Collingwood. We're seeking an Account Director to join our passionate, fun, hard-working and collaborative team.

In this role, you will deliver brilliant, donor-centred creative and multi-channel campaigns that drive real growth for renowned Australian charities. Partnering with an industry-leading strategic and creative team, you will ensure every project marries deep insights with compelling creative and smooth, profitable delivery.

Key Responsibilities

1. Client and Relationship Management

- **Portfolio Leadership:** Act as the primary strategic client lead across a dedicated portfolio of key agency accounts.
- **Trusted Partnerships:** Build and foster trusted, long-term relationships with key charity stakeholders through consistent face-to-face liaison.
- **Client Satisfaction:** Drive high levels of client satisfaction, retention, and exceptional campaign results.
- **Strategic Conversations:** Lead annual planning, multi-channel campaign planning, and continuous growth discussions with client leadership.

2. Campaign, Strategy and Creative

- **Campaign Leadership:** Lead the development of integrated, multi-channel fundraising campaigns, ensuring seamless coordination across both digital and traditional direct mail streams.
- **Creative Collaboration:** Partner with creative and client service teams to develop compelling campaign concepts, fundraising propositions, and inspiring creative.
- **Creative Guidance:** Guide the creative process from initial briefing through concept development, studio refinement, and client presentation.
- **Fundraising Expertise:** Provide fundraising expertise across donor acquisition, retention, Cash Appeals, Regular Giving, stewardship, and Gift in Wills programs.
- **Testing and Insights:** Translate audience insights into actionable testing, optimisation, and innovation recommendations for clients.

3. Project Delivery and Financial Accountability

- **Operational Excellence:** Ensure all campaigns are delivered strictly on time, within scope, and to the highest quality standards.
- **Financial Management:** Manage client budgets and project finances diligently, monitoring account profitability.
- **Workflow Support:** Support Account Managers in day-to-day project planning, scoping, and internal resource management.
- **Quality Control:** Act as the final, quality control checkpoint before creative work is delivered to clients.

4. Business Development and Growth

- **Organic Growth:** Proactively identify opportunities to develop existing accounts and safely expand agency services within your client portfolio.
- **Pitch Support:** Assist the leadership team in new business development activities and pitches when required to help win new clients.
- **Brand Reputation:** Help build the broader market reputation, awareness, and profile of RobeJohn within the non-profit sector.

5. Team and Culture

- **Mentorship:** Support the Client Services Director in coaching, mentoring, and building the capabilities of the Account Service team.
- **Process Improvement:** Constantly refine and improve agency processes, briefing methods, and campaign management models.
- **Team Alignment:** Contribute actively to a collaborative, positive, and accountable team culture across the studio.

Key Working Relationships

- **Reporting Lines:**
 - Reports to the Managing Director (Jay Clarke) for resource, employment, and commercial matters.
 - Reports to the Client Services Director (Nikki Kerridge) for client consultation, strategic delivery, and time management.
- **Internal Liaison:** Collaborate daily on project planning and execution with the Account Service, Traffic and Production, and Creative Teams.
- **External Liaison:** Maintain direct, high-level consultation with client-side key personnel and charity leadership.

Your Skills and Experience

- **Fundraising Knowledge:** Strong understanding of fundraising principles, sector best practice, and donor communication models.
- **Campaign Experience:** Proven experience developing and executing integrated fundraising campaigns across multiple traditional and digital channels.
- **Clear Communication:** Whether it's with clients, creatives, or internal teams, you can articulate ideas and provide clear direction.
- **Problem Solving & Negotiation:** You can think on your feet and find solutions that keep projects moving forward.
- **Creative Evaluation:** Ability to brief, evaluate, and strengthen fundraising creative concepts, copy, and campaign messaging.
- **End-to-End Execution:** Demonstrated experience leading campaign development processes from the initial client brief through to final execution.
- **Relationship Management:** Proven track record of managing and growing senior client or stakeholder relationships in a fast-paced environment.
- **Experience Benchmark:** Minimum 5 years of experience in fundraising.

If this role sounds like the right fit for you or would like to discuss the role further, please email your Resume and Cover Letter to Nikki Kerridge at nikki@robejohn.com.au