



## Account Director, Media Planning Division

**Status:** Full-time

**Location:** Remote

**Education:** 4-year degree

**About the Company:** CELCO is an acquisition partner serving the nonprofit community that was founded as a traditional list brokerage and list management firm. But we do more than just lists. And while we do lists quite well, due to our proven track record of supporting charities with high-touch list services as well as with candid direct marketing, fundraising and analytical expertise, frequently organizations and agencies are turning to us to support their fundraising programs and teams in myriad ways.

**About the Position:** We are seeking an account director to lead media planning execution for a portfolio of nonprofit accounts. The position requires a mix of client relationship management, analysis, strategy, research, as well as campaign and program development to help nonprofits acquire and reactivate donors. The position will be supported by an account executive and account coordinator, as well as the executive leadership team.

Some Key Responsibilities include:

- Acting as main point of contact for accounts.
- Developing media plans tailored to the goals laid out by the client or by their strategic partners.
- Taking responsibility to ensure deadlines are met.
- Supporting budget development as needed for clients.
- Fostering strong relationships and trust with nonprofits and agencies.
- Researching and collaborating on new media opportunities and strategies.
- Planning, participating in, leading and preparing for client meetings.
- Attending industry functions to expand knowledge-base and networking opportunities.
- Collaborating with executive leadership and other colleagues to ideate service offerings and strategies for clients.

**Desired Qualifications and Skills (or ones you will learn!):** Direct response marketing experience; Strong understanding of direct response fundraising metrics; Experience leading strategic conversations and problem-solving; Previous media planning or donor acquisition experience; Eagerness to learn; Collaborative, proactive attitude and curious nature; Ability to multi-task; Comfort and perhaps even enjoyment in flexing your Excel and presentation skills; Professional communication skills; Detail oriented; Data friendly; Down to earth.

*All inquiries will be treated confidentially.*

Send resume and interest to [info @ celcononprofit.com](mailto:info@celcononprofit.com)