

**JOB TITLE: ACCOUNT DIRECTOR OF ENTERPRISE SERVICES**

**DEPARTMENT: CLIENT SERVICES AND STRATEGY**

**Who We Are:**

Integral is a strategy development and consulting firm that serves primarily the nonprofit community by leveraging data to develop strategy and drive investments for sustained growth. Our clients place a significant amount of trust in our team and their ability to provide unbiased insights. We are a dynamic, innovative, entrepreneurial, client-focused consulting team and we are seeking candidates with the same qualities in addition to a good sense of humor.

Interested applicants may send a cover letter, resume and salary history to [jobs@integral-dc.com](mailto:jobs@integral-dc.com) .

**So what is Enterprise Service?**

The world is changing...18 months ago, no one knew what Social Distancing meant and would laugh at the idea that finding something as simple as toilet paper would become a daily concern. But the world has changed and we're not going to be able to go back.

We believe that change will become the only norm so we must remain nimble and move with speed and agility that's Enterprise wide, across every level of the organization, across borders and across seas.

Our objectives are to develop an organization-wide evaluation of the long-term vision and establish a strategic plan, with investment models that will allow us to meet targets and with constant monitoring and flexibility to adjust. We call this "ES" or Enterprise Services.

**To simplify...**

We're going to build the strategic plan and we're going to make it come alive so that everyone at the Non-Profit knows what they need to do, and where to go to get it.

We will tell the Non-Profit what obstacles are in their way of success and how to work around them or remove them.

Parts of this will be uncomfortable for folks; let's face it, change is hard - this is a deep process that results in fundamental change.

**ESSENTIAL FUNCTIONS OF THIS JOB:**

The Account Director of Enterprise Services will leverage the tools from our integrated strategic services to navigate a 24–48-month timeframe through today's decisions – enterprise wide – bringing extremely rapid changes into focus, moving faster with speed and agility.

At Integral we are a challenge-driven organization that requires individuals who welcome solving difficult problems in new ways, thereby requiring individuals who are comfortable creating clear pathways for clients and who approach change and ambiguity with a positive attitude and confidence in support for team members. The trust and responsibilities placed in us by our clients and in each other is

precious and paramount to our long-term success, and an essential function of the job is to exhibit honesty and integrity.

The Account Director of Enterprise Services is a highly visible role both internally and externally. This position provides in-depth, actionable, insights, to inform multi-channel marketing strategies for our clients. The role works closely with the SVPs, VPs, and other Directors to ensure: clients' service needs are met; company culture remains entrepreneurial, diverse and healthy; and company performance remains strong, stable and sustainable. There is limited travel, and the role is based out of the Charleston, SC.

The Account Direct of Enterprise Services is a key member of the team who will primarily:

- Provide strategic direction and present data-driven recommendations to Integral's suite of clients; across the entire non-profit enterprise. Including Mass Market (online and offline), Mid Level, Major Giving, Planned Giving and other high touch programs such as Corporations, Foundations, Events, Peer to Peer, etc.
- Manage and strengthen existing relationships to ensure Integral has a stable foundation from which to continue to explore new business opportunities and innovations within the marketplace.
- Play a lead role measuring Integral's effectiveness in providing recommendations that turn into client action. Another responsibility is to communicate these trends internally to help Integral better diagnose challenges and to best prescribe the appropriate analysis and subsequent strategic recommendations to address clients' objectives.
- Act as primary point of contact for a suite of clients, proactively managing relationships and communicating areas of opportunity or concern to senior staff.
- Collaborate with the Data and Analytics team, other senior staff, and colleagues to develop innovative strategies or service offerings.
- Make sound decisions based on analysis, experience, and judgment.
- Present findings to clients, outlining key opportunities and challenges.

#### **KNOWLEDGE/SKILLS:**

- **Required**
  - Is ambitious.
  - Prior experience working within nonprofit fundraising or direct response.
  - Prior experience in an account management or client-facing role.
  - Strong communication and data presentation skills—ability to construct a story around what the data says.
  - Understand clients' growth goals, challenges and capabilities to prescribe the most beneficial analytical and reporting services.
  - Experience providing strategic thinking and leadership to clients and to internal staff.
  - Must be comfortable providing strategic direction and present findings, outlining key opportunities and challenges as well as recommendations directly to clients' senior staff and their service providers.
  - Direct client priorities and internal resources to meet client needs.
  - Develop mastery of core toolsets and perform trend analyses at the micro and macro levels.

- Natural project management skills, excellent communication skills and strong attention to detail.
  - Collaborate with the analytics team, other senior staff and client services team members to develop innovative strategies or service offerings.
  - Act as primary point of contact for a suite of clients.
  - Act as a high value strategic thinking resource to be leveraged by other client services team members to assist them with addressing client challenges.
  - Proactively manage client relationships and communicate areas of opportunity or concern to senior staff.
  - Track clients' record for implementing recommendations not only to better understand which solutions may be rolled out effectively across other clients, but also to advise client services team members in reevaluating the types of services being provided and the relationship with their clients.
  - Take initiative in refining and developing internal processes designed to improve efficiency and/or to help manage internal resources more effectively.
  - Ability to coordinate projects with many variables, set realistic deadlines, and manage a timeline.
- **Desired**
    - 7+ Years of prior experience working within non-profit fundraising, direct response or media buying.
    - High degree of comfort working with pivot tables, and with Office365 products like SharePoint and OneDrive.
    - Digital data analytics experience.
    - Familiarity with nonprofit fundraising databases
    - Familiarity with media planning and buying process for one or more channels
    - Familiarity with eCRM systems
    - Familiarity with Google Analytics and/or other web analytics products

**COMPLEXITY/PROBLEM SOLVING:**

- Ability to coordinate projects with many variables, set realistic deadlines, and manage a timeline.
- Experiment to find creative solutions and cultivate the ideas of others to identify potential solutions.
- Learning new software or analytical techniques are not major components of this job but important for leading strategic conversations.
- Resolve complex issues independently.
- Experiment to find creative solutions and cultivates the ideas of others to identify potential solutions.
- Act as a resource to others in team and company-wide to solve problems.

**DISCRETION/LATITUDE/DECISION-MAKING:**

- Exercise independent judgement. Work affords significant opportunity to act independently on assigned tasks.
- Make sound decisions based on analysis, experience and judgment.

- May supervise other staff and/or may serve as a team leader for assigned projects and coordinate the work of others.
- Must gain cooperation from individuals across the company to accomplish analytic goals.

#### **COMMUNICATIONS/INTERPERSONAL CONTACTS:**

- Ability to provide team members with meaningful information they need to make accurate and timely decisions.
- Consistently demonstrate positive, and approachable attitude/demeanor and discretion.
- Ability to formulate and clearly communicate complex concepts to others.

#### **CLIENT INTERACTIONS:**

- This role involves frequent and ongoing client interaction and providing clear insight into the meaning of the data in a manner to inform strategy.
- This role requires a strategic perspective to identify creative solutions to challenges faced by clients that may require new approaches.
- Additionally, this role requires the ability to communicate with junior and senior staff to communicate complex concepts in a clear and concise manner as noted above.

#### **BUSINESS DEVELOPMENT:**

- While not a primary responsibility, this role does require a role in business development which could include prospect introduction, relationship expansion, and/or subject matter expertise.

#### **INNOVATION:**

- Like business development, all members of Integral play a role in internal innovation activities. Typically – as part of a smaller team – this role includes developing new approaches designed to improve a client service offering, represent a new service offering or address a more effective approach to internal business processes.