



Client Services Director | Job Description

Are you a leader of leaders? Do you love helping businesses grow by matching them with the right talent, tools, and teams? Are you known for building deep, high value relationships that turn clients into raving fans? Does being a key leader in a fast-growing startup sound like the best possible job in the world for you? If so, keep reading.

Authentic Brand is a thriving community of senior-level marketing leaders and staff members who are helping great businesses attain next-level growth through Marketing Traction™ Methodology and Fractional CMO services. Founded in 2017, Authentic Brand has quickly built a reputation for results and deep, trusted relationships.

Our Client Services organization is central to the quality, success, retention, and satisfaction of our Fractional CMO community / team members and our clients. We cannot achieve this without excellence in every detail of our team and client relationships, communication, and coordination.

The **Client Services Director** is the “right arm” to the CEO & Founder, helping to shape and deliver the Authentic Brand vision and experience with our team members and clients. A key member of the executive team, the Client Services Director oversees our portfolio of client accounts, as well as the team members who serve them. Ultimately, the Client Services Director is responsible to ensure that Authentic Brand hires the best talent, matches our talent optimally to client opportunities, positions our talent to be successful in client engagements, and supports our talent with account strategy, facilitation, resources, and executive sponsorship. Key performance metrics for this role include: Client Retention & Renewal, Client Satisfaction, Talent Utilization & Pipeline.

Because Authentic Brand is a growing organization, every member of the team “wears multiple hats”, which frequently change shape and size. It is essential that the candidate for the Client Services Director role is someone who enjoys and appreciates an environment where change is the norm, and where every team member has an opportunity to play a highly influential role in making our business better, more profitable, more efficient, and an increasingly great place to work.

Client Services Director Job Details:

- Reports to the CEO
- Role is Full-Time, Salaried (Exempt)
- Based in Edina, MN
- Monday - Friday, Standard Office Hours



Requirements for the Role:

- Master's or Bachelor's Degree (Business, Communications, Marketing, Related)
- 15+ years of professional experience in relevant roles (Agency / Consultancy / Professional Services, Account Management, Client Services, Operations)
- Proven leadership / management ability with directing and motivating teams and individuals; passionate about talent development and engagement
- Familiarity with the CMO role and its context and responsibilities in modern business (prior experience as in-house marketing leader a plus)
- Established and active network of executive and marketing / agency connections - particularly in the Twin Cities Metro region
- Executive confidence in account management, presentation, public speaking, and workshop facilitation: able to set and manage expectations and lead discussion, debate, and decision-making with groups of executive leaders
- Able to engage an audience through effective storytelling and negotiation
- Savvy with data, analytics, and reporting for meaningful insights and application
- Fluent in discussion around client engagement performance and success metrics
- Mastery of technologies including: Microsoft Office, GSuite, Email, Social
- Proficiency in other key technologies for role (or similar), including: Zoom, Basecamp, Copper (CRM), RingCentral, and other as required
- Excellent writing skills with professional tone and accuracy (spelling, grammar, punctuation, etc.)
- Embodies Authentic Brand's values: Authenticity, Wisdom, Humility, Passion, Generosity

Attributes of the Ideal Candidate:

- Familiar with the Entrepreneurial Operating System (EOS), based on the book *Traction* (Prior experience in an EOS-powered business a plus)
- Enjoys having an active voice in the business as a thought leader, content contributor, social engager, networker / executive representative in the community
- Loves building a business as much as fulfilling the actual role; excited about the opportunity to take a new business model to market, build the brand, drive client success, and scale
- Understands how Services/Operations intersects with Sales & Marketing and Finance & Administration to create a healthy, profitable, thriving business
- Embraces the opportunity to be challenged by clients / executives to prove value, answer hard questions, find a solution
- Carries credibility with prospects, clients, team members, candidates, and the market

Primary Responsibilities Include:

- Participate in weekly "Level 10" executive meeting
- Lead weekly "Level 10" client services department meeting
- Lead, manage, and accountable for all aspects of the Client Services organization: strategy, tools, team, processes, programs, key performance metrics
- Manage talent capacity and opportunity + talent matching in partnership with sales
- Partner with CEO to develop and evolve services / offerings
- Strategy and evolution of technology systems in support of client services
- Collaborate with:
 - Sales to effectively onboard new clients



- Marketing to share Voice of Customer insights, capture client success stories, gain approval for logo / name use in marketing material
- Finance to ensure accurate time tracking and invoicing
- Be a visible public face of Authentic Brand: actively building business opportunities and brand awareness through networking in relevant communities, contributing and sharing content, actively engaging prospects, partners, and influencers on LinkedIn
- Screen and hire for all Client Services team members
- Management and mentorship of internal departmental team members
- Management of Fractional CMOs (employed + contracted)
- Assignment of Fractional CMOs to peer groups (and re-assignment over time)
- Curate and manage Ally Network - agency / contractor referral relationships
- Account Management of client portfolio (develop Account Management function)
- Client quarterly workshop facilitation (involves occasional domestic travel)
- Overall strategy & content plan for monthly Peer Group & Learning Events - working with services coordinator to ensure seamless execution and high value content with high engagement
- Lead monthly Peer Group & Learning Events
- Attend Two Or More community service events and actively engage team members and clients to participate

TO APPLY: Send resume to careers@authenticbrand.com