



## **Executive Director**

### Job Description

The Executive Director plans and directs all aspects of COACT's operational policies, objectives, initiatives. Focusing on living and teaching core mission values of Creative Marketing, Relationship Building and Operational Efficiency reporting to the CEO.

### **General Overview:**

Responsible for the attainment of short and long term financial and operational goals. The Executive Director will direct the development of the organization to ensure successful outcomes and future growth. The Executive Director will oversee the agency at large including all departments and independent contractors to maintain high standards of marketing, quality, service, and merchandising to maximize profits and ensure customers are provided with an elevated experience.

### **Tasks, Duties, Responsibilities:**

- Embrace and drive the mission and core values of COACT.
- Create and maintain a high-energy, high performing workplace environment where people want to work & create.
- Oversee recruitment and training of all team members as well as independent contractors.
- Provide strategic leadership, enable innovation, and develop people talent while supporting business needs and initiatives.
- Ensure quality implementation through cross-functional teams of specialists.
- Develop strategies for identifying new and unique products and concepts for different clients as well as assist sales to attract new business.
- In collaboration with subsidiary and company management, develop and implement strategic plans necessary for short- and long-term growth and profitability of operations; ensure compliance to established corporate philosophy
- Semi-Annual review of operating standards.
- Provide performance development for all management including regular coaching
- Maintain consistent communication with entire agency departments and clients
- Maintain controllable expenses and establish cost control systems

- Collaborate and direct the functions of the agency's staff to meet the daily needs of the operation.
- Implement effective control of labor and cost of goods among all sub-departments and IC's. Developing and maintaining current SOP's
- Regularly review and evaluate the degree of customer acceptance and service to implement new operating policies if necessary
- Keeps abreast of trends and creatively to incorporate them into venues for the COACT brand

### **Knowledge, Skills, Personal Attributes:**

#### Knowledge

- College degree business administration or a related field.
- Previous marketing agency experience in operations management.

#### Skills

- At least 10 years of experience in an operations leadership role preferably for a marketing agency or similar.
- Travel as needed to meet business plan and goals.
- Extensive experience and knowledge in strategic planning, production, materials management, distribution/logistics and quality assurance related commodities.
- Strong attention to detail
- Experience managing teams

#### Personal Attributes

- Strong communication skills (written and verbal)
- Strong organizational skills
- Solid time management skills
- Ability to work in a fast paced, deadline driven environment
- Create a positive working environment with high energy
- Honest and trustworthy
- Respectful
- Possess cultural awareness and sensitivity
- Flexibility in work schedule a must
- Demonstrate sound work ethics