

Lighthouse Creative

VP, Client Services

ABOUT US








LHC is a 5-year old content agency with around 15 full and part-time employees. We focus primarily on creating digital content for companies of all different sizes, including copy and longform writing, graphic design, video production, and web development.

Our clients are typically marketing departments at B2B brands, ranging from enterprise (Amazon, IBM) to public sector (NY State, the MTA), to small and mid-size startups (Andela, Stensul, Ordergroove).

ABOUT YOU

- 10ish years of experience, ideally both on the client and agency side
- Experience creating content a plus
- Self-starter / don't need much supervision
- Comfortable in a small company
- Capable of managing people if needed but also of getting your hands dirty
- Ready to basically be your own boss

BENEFITS

-  4 day work week
-  401k
-  Health insurance
-  Snacks (delivered 2 yr home)
-  Quarterly profit-sharing
-  Employee-owned company
-  Dogs & kids encouraged in meetings

ABOUT THE JOB

The VP, Client Services is a partner and senior member of the leadership team who's responsible for maintaining and growing LHC's client base, hiring and training a team as needed, and helping drive the strategic direction of the company. The main responsibility is interfacing with clients and ensuring healthy partnerships, but you'll be dialed into every single aspect of the business from marketing, to operations, to sales to HR and everything in between. Decent financial understanding, and experience pricing, pitching and winning business is key. Content experience is extremely useful but not necessarily a prerequisite.

You'll be one of 4 key decision makers at the company, reporting directly to the CEO -- and we want and expect you to help with every major decision regarding both day-to-day operations and overall strategy.

Responsibilities:

- Typically responsible for client portfolio in the range of \$4-8 million in revenue
- Ensure the health of the business (client satisfaction and profitability to LHC)
- Drive client expansion through thought leadership, client expertise and consistent delivery of good work
- Focus on ongoing client mapping process to deepen client trust and broaden the agency's purview/stature within the client organization
- Serve as an expert on the client's business and industry (including direct and indirect competitors)
- Identify top-performing and high-quality client work to showcase as case studies or other content
- Investigate and assuage client concerns related to agency and work to resolve them with the appropriate cross-functional leads
- Identify and mitigate organizational or business roadblocks on client side running counter to LHC interests
- Collaborate with CEO on major fee negotiations and upcoming work
- Work with VP of Content to manage, mentor & develop creative teams

A FEW THINGS ABOUT HOW WE WORK AT LHC

- Work hard, but not dumb.
- We're a chill group but we're in a services business and we should treat it as such - that means responsiveness, respect, professionalism, polish, thoughtfulness etc.
- We respect our clients' essential humanity even when they seem inhuman (and we try to understand their challenges and what they want to accomplish).
- We respect your personal life, and we really will try not to bug you with requests on off hours. That means Fridays.
- That said, clients gonna client, so in some cases there will be exceptions.
- Respect each other's time / no pointless meetings (30 mins max).
- We DO expect responsiveness to questions -- keep Slack on your phone. No one is gonna ask you to do work on the weekend, but we may have questions we need your help answering.
- Ask for forgiveness not permission; trust your instincts.
- No questions are bad questions; very few ideas are bad ideas.
- If you're swamped and there are too many things for you to do, let us know, Don't suffer stoically and don't work hella late bc you have too much on your plate.
- This is YOUR company, so speak up.
- We love it if you have outside interests and we support your pursuit of them.