Stoke RGA

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Growth Strategist

The Role

Stoke RGA helps manufacturers break out of stalled growth cycles and build the commercial engine to reach 25%+ in new revenue in three years or less. Growth Strategists own the strategy and results layer for their assigned accounts — building the plan that gets a client there, then making sure the numbers actually move.

This is a role for someone who thinks in outcomes, not activities. You'll build annual growth plans, translate them into direction your Account Manager can execute against, and stay close enough to the numbers to catch drift before it becomes a missed target. You're also the person clients trust when the conversation turns strategic — not just "what did we do this month," but "where is this relationship headed."

What ties it together is ownership of outcomes. Account Managers own execution and Project Managers own tracking — you own whether the account is actually winning.

What You'll Own

Strategy & Growth Planning

- Build annual growth plans for assigned accounts and translate them into clear direction for the team
- Identify expansion and growth opportunities within existing client relationships
- Gather the background and market context needed to develop strategy and digital action plans

Account Financials

- Own account financials and forecasting, ensuring profitability and adherence to budget
- Develop and/or present proposals and estimates

Client Relationships

- Maintain strong relationships with key client contacts, stakeholders, and outside resource teams
- Serve as the lead point of contact for all strategic matters on assigned accounts
- Ensure client expectations are met in terms of voice, tone, and overall brand direction
- Deepen client relationships based on knowledge of their industry, needs, and activities

People

- Serve as the direct manager for the Account Manager(s) supporting your accounts
- Direct and coordinate the account team with confidence, keeping execution aligned to strategy

Who You Are

- You think several moves ahead — you can see where an account is headed, not just where it is today
- You're comfortable owning a number and being accountable for moving it
- You communicate with confidence and tact, including when the news isn't good
- You can lead a team without needing to control every detail yourself
- You use data to make decisions, not just to report on them
- You stay composed when a client relationship gets tense

People who thrive in this role come from account strategy, digital marketing strategy, or client-facing consulting backgrounds — agency experience is a strong plus, but not required if you recognize yourself in the traits above.

What to Expect

You'll start by getting deep context on your assigned accounts — history, goals, what's worked and what hasn't — before making major strategic calls. As trust builds with clients and with your Account Manager, you'll take on more accounts and more autonomy in how you run them.

This is strategic, outcomes-driven work for manufacturers who are counting on real growth, not just activity. If you want a role where your thinking directly shows up in a client's revenue, we'd like to talk.

About Stoke RGA

Stoke RGA helps manufacturing companies turn sales momentum into scalable, long-term growth. Our Revenue Growth Accelerator is built around a simple standard: 25%+ in new revenue within three years or less — not a one-time win, but a repeatable outcome our clients can build on.

That standard shapes how we work internally, too. We align every function of the business around a cohesive strategy, bridge the gap between planning and execution, and hold ourselves accountable to real results rather than busywork.

This work is genuinely rewarding, and it's genuinely hard. Things move fast and priorities shift, so the people who do well here plan carefully, stay decisive under pressure, and own their decisions — good or bad. If that sounds like your kind of environment, you'll fit in well here.