



Job Description

Account Manager

Exeter, EX1 1QR

Permanent Contract

£24 - £26k+ per annum, OTE £35k

Reports to: Commercial Director

The Role

As an Account Manager you will build and manage relationships with your share of our clients, holding ultimate responsibility for the strategic direction, growth and success of their campaigns. Supported by our Client Support role, you will be responsible for planning and leading client review meetings, maintaining a proactive and analytical attitude to each account to ensure that all opportunities are being maximised and driving the delivery team to deliver the best possible outcomes.

You will follow our Campaign Management plan to ensure clients are getting the service levels required to ensure success. Whilst you will be accountable for all aspects of the delivery of work to the client, the role goes beyond merely giving a client what they want. You must be a strong problem solver who can analyse the situation and develop solutions to add value to our clients. It's important that our clients enjoy working with us and see the value in doing so. In this role you must make sure this is how our clients perceive us and have the confidence and ability to put steps in place to address it if you feel it's not.

This role is a sales role and the ultimate objective is to deliver continuous revenue growth from your retained accounts (post the first 3 months). Therefore, you will seek longer commitments from clients, as well as new business opportunities by cross selling and upselling.

You will uphold company values and be responsible for assisting with achieving company goals and targets. You will also be responsible for building a strong relationship with our Sales floor, ensuring a seamless experience for our clients.

You will be valued, challenged, rewarded and you'll have fun in this fast-paced environment.

Responsibilities

- Build and design strategies for our clients, in collaboration with the client and other internally
- Strategically manage accounts
- Provide exceptional customer service to our clients and manage the relationships with key stakeholders
- Develop strong, long term trusting relationships with colleagues and clients
- Follow and deliver on our Client Management Plan with each and every account
- Guide and direct Client Support to help you achieve your goals
- Retain, upsell and cross sell our clients. Look for opportunities to increase revenue/account value
- Achieve and ideally exceed retained revenue targets, as well as retention metrics such as % of clients who stay beyond published milestones and average duration of accounts.
- Ensure client invoicing details are communicated
- Plan and manage client review meetings with the Sales Floor
- Communicate effectively with Sales Team Manager and Team Leaders
- Report client and campaign performance to the Commercial Director and other internal stakeholders
- Flag any 'at risk' clients to
- Manage contractual negotiations with clients, as well as ensuring clients are well communicated with around invoicing, payments
- Proactively and strategically consult with clients to make improvements to the performance of their campaigns
- Obtain feedback from clients and ensure this is communicated within the team, and any relevant adjustments to the strategy are made
- Travel to see clients face to face (where allowed)
- Be able to deliver informative and accurate presentations to clients
- Effectively manage own time
- Build a robust relationship with the Sales Team manager to ensure continuity across the business

Requirements

- Minimum of 2 years' experience of managing clients ideally in a B2B environment and where those clients make substantial investments in the service
- Ideally account management experience related to services not products
- A proven track record of delivering against revenue targets
- A strategic, analytical and critical way of thinking
- Ability to follow processes effectively
- A comprehensive understanding of sales metrics and performance
- Exceptional relationship building skills (whether it be over the phone or face to face)
- Experience in being involved in building sales and marketing strategies that have proven successful
- Strong commercial awareness and understanding of working in a growing SME
- Experience of working with and managing senior stakeholders
- Ability to deal with conflict in a calm and positive way
- Competency using Computers and Microsoft products (Outlook, Word, Excel etc.)
- Experience with a CRM software

- Excellent communication and negotiation skills
- Great written communication skills
- Ability to deliver engaging presentations
- A positive and optimistic outlook
- Ability to work under pressure and in a fast-paced environment effectively
- High levels of professionalism
- Happy to travel

Account Manager Benefits:

- Competitive salary plus additional commission
- Continuous development support
- Social office environment with regular paid company social events
- Monthly and quarterly team and individual incentives
- Regular 121's
- Weekly Company catch up
- Healthy working environment with refreshments provided
- Weekly fruit delivery
- Monthly company lunch
- Wellness program