



Job Description

Account Manager
Exeter, EX1 1QR
Permanent Contract
£32.5k per annum + commission

Reporting to:
Head of Client Strategy

The Role

As an Account Manager you will be responsible for creating long term partnerships with clients that improve account retention and lifetime value. You will work with clients to understand their commercial goals and create innovative campaign strategies that utilise our suite of services. This is a sales role and the ultimate objective is to deliver continuous revenue growth from retaining business and increasing your portfolio size. Our focus as a business is to build strategic sales and marketing plans with clients, fostering longer term contracts and increased alignment through cross selling and upsell opportunities.

You will own the creation of client strategy and ensure that there is clear direction and action plans across all stakeholders both internal and external. For clients, you are positioned as an extension of their business, where activity is aligned with their internal KPIs to ensure we are being measured in the same way as their internal channels. For our delivery team, you know how to affect and create positive change through clear feedback and measurable action.

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 delivery team to ensure an exceptional level of service and results for our clients.

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

Role Responsibility

- Work with clients to create their “go to market” outbound strategy ensuring we approach data acquisition messaging and channel selection in a methodical way with full understanding of the client’s ICP and commercial goals
- Provide exceptional customer service to our clients and manage the relationships with key stakeholders
- Retain, upsell and cross sell our clients. Look for opportunities to increase revenue/account value

- Strategically manage a portfolio of clients and develop strong, long term trusting relationships with stakeholders
- Work with clients to establish a clear process for sharing lead feedback and disposition reporting
- Obtain feedback from clients and ensure this is communicated within the team, and any relevant adjustments to the strategy are made
- Working with HoCS to update client health scores and create action when needed
- Proactively look for ways to enhance client strategy and work with the internal and external stakeholders to deliver change
- Guide and direct support functions to help you achieve your client goals
- Work with Data & insights Manager to create custom reports to be presented in client reviews to give actionable insights and recommendations for campaign improvements
- Travel to see clients face to face (where possible)

The Ideal Candidate

- 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
- Competency using Computers and Microsoft products (Outlook, Word, Excel etc.)
- Experience with a CRM software
- Excellent communication and negotiation skills
- Great written communication skills and ability to present
- A positive and optimistic outlook within a fast-paced environment effectively
- High levels of professionalism
- Happy to travel

Account Manager Benefits

- Competitive salary plus commission
 - Continuous development and support
 - Social office environment with regular paid company social events
 - Work from home days
 - Weekly company catch up
 - Healthy working environment with refreshments provided
 - Monthly company lunch
 - Wellness program
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