



Account Director (Sales)

 Exeter, EX1 1QR / Hybrid

Permanent Contract

Salary: £40-45k per annum plus bonus

Reports to: Head of Client Strategy



Life at Air...

Every day brings something new at Air Marketing and we are always ready to respond with our A-game. We are a team of ambitious individuals with a genuine desire to inspire and drive one another.

Enjoying our work is especially important at Air - a fast paced, caring and collaborative environment helps us to mould the best possible working culture for each and every one of us.

With hybrid working on offer (we all love being in our awesome office but we understand times have changed), additional holiday allowance, monthly social events and some other great benefits at our fingertips, Air is a fantastic place to work.

The Role

As an Account Director you will be responsible for creating long term roadmaps for clients that improve retention and lifetime value. You will understand clients commercial goals and help create innovative campaign strategies that make best use of Air Marketing's suite of services and can be used as best practice across the Account Management team. This role is a client relationship and sales role, the objectives deliver retain clients, protect retained revenue and deliver growth from existing clients

Acting as an expert consultant with our clients you will ensure that there is clear direction across strategy, data, stakeholder management and reporting that is tailored to clients product/service and industry. For clients, you are positioned as an extension of their business, where activity is aligned their internal KPIs to ensure were being measured in the same way as internal channels. For our delivery team, you know how to affect and create positive change through clear feedback and measurable action.

As a senior member of the Account Management team, your objectives and actions are aligned with departmental goals and KPI's. Strategic and delivery decisions are made with lifting client retention across the business as the primary objective. You will embody Air Marketing's company value and know that your actions are crucial to making sure the team delivery to the best possible outcome.

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

- Working with the Head of Client Services and Revenue Operations team you will look to continuously improve our client experience, strategy, reporting and roadmap processes to increase the revenue from retained accounts.
- 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.
- Looks for upsell and cross-sell opportunities by introducing additional service lines to clients that are aligned with their commercial objectives.
- Proactively keeps in touch with lapsed clients with the aim to uncover potential future projects and revenue.
- Creates multi-level client relationships with the ability to lead and challenge stakeholders from management to board level.
- Proactively obtain lead disposition feedback from clients to improve lead performance.
- Respond to feedback pragmatically and ensure action is acted upon with urgency.
- Works with Head of Sales Services and Senior Leadership Team to support delivery of services to clients.
- Training and coaching new members of the Account Management team and be an ambassador for Air Marketing Group and our best practice.

Benefits

- Competitive salary plus commission
- Sales training and continuous development support
- 23 days holiday (plus bank holidays) + increase with length of service
- Friendly social office environment with regular paid company events
- Monthly and quarterly team and individual incentives
- Work-from-home days
- Fun and healthy working environment with refreshments provided
- Monthly company lunch
- Wellness program

The Ideal Candidate

- Minimum of 3 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 campaign performance analytics, data and sales metrics.
- Exceptional relationship building skills (whether it be online, 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 current technical infrastructure (e.g. Microsoft 365 suite, Sales Loft, HubSpot, Slack etc).
- 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

To apply

Sound interesting? Great! **Click here** to apply by filling out the on-page form.