

Account Manager Job Description

This role ultimately reports to the Commercial & Operations Director and will be responsible for maintaining, retaining and developing existing client accounts with a focus on increasing Pauley Creative's sales revenues within its current client base.

PRE-REQUISITES

- You must be an expert marketer by nature, first and foremost with an excellent broad knowledge of digital channels and how to reach an audience
- You must have knowledge of the building products industry

The individual should possess the skills to:

- Build relationships with influential stakeholders across the client businesses
- Provide a service that's valued for the primary purpose of retention
- Grow existing client accounts
- Identify opportunities to up sell services
- Convert identified opportunities into projects or further retained services

MAIN RESPONSIBILITIES

- Manage clients day to day needs and lead them from a digital and best practice perspective
- Give strategic direction and tactically marketing direction to clients
- Proactively manage PC account management processes, negotiating and concluding profitable sales with existing clients to ensure on-target revenue growth.
- Onboarding new retained customer accounts, managing expectations, setting out the service level and ensuring accounts settle in to the Pauley Creative way of working seamlessly and with confidence.
- Develop and document streamlined processes to make the business more efficient
- Ensure that a robust process exists to pick up and respond to all client enquiries promptly, efficiently and professionally.
- Develop an Account Management strategy to identify key targets
- Accounts, including foundation accounts that can be a platform for profitable growth, innovation and future referrals, and enterprise level prospects and clients over time.
- Develop "gold standard" account proposals and reporting for clients.

- Build and develop relationships and work closely with existing clients to fully understand their particular business requirements and their digital strategy and how the current and future PC digital product and service offerings will enable them to extend their own digital reach and more readily achieve their own business KPI's.
- Work closely with the PC team and other partners to implement both short and longer term strategic plans for clients.
- Provide clear and accurate briefs to the delivery and development teams to ensure that what the client gets is exactly what the client asked for needs.
- Manage client expectations throughout the production process, making sure that clients are kept up to date with project progress.
- Act as a key point of contact for clients, escalate, track and solve client issues wherever necessary.
- Act as the internal client for any projects pre delivery, checking spec, brand, quality etc.
- Develop an expert understanding of PC and industry digital technologies and products sufficient to present 1:1 on a client basis and 1:many in terms of group or conference presentations, webinars, PC or other networking or training events, or trade shows.
- To define, develop and own client relationships.
- Regular travel to client and prospect meetings, presenting, speaking, hosting as necessary.
- Leading an account manager team.

DESIRED SKILLS AND EXPERIENCE

Education:

- Graduate level or relevant Account Management and/or, Business Development, and Digital Industry experience

Experience:

- 3-5 years in Account/Project Management or Business Development
- At least 2 – 3 years within a digital role

Preferred Technical and Systems Knowledge:

- Knowledge of account management tools, CRM & automation (Salesforce/Marketo would be beneficial)
- Understands how the application of digital techniques and technologies impact on business revenues and knows enough about them either to effect

a sale or arrange further discussions with the PC expert (eg Google Analytics, SEO, CRM, email systems etc.).

- Is excited about Digital and its impact on business and is already a follower of the Digital Industry

Preferred Account Management Skills and Experience:

- A proven ability to actively identify, pitch to and convert new business to retained clients and growing existing accounts.
- Demonstrated competence in successfully liaising with mid and senior level decision makers in a commercial environment.
- Able to filter and qualify business opportunities sufficiently to ensure optimum PC commitment to business development activities.
- Strong attentiveness to client needs and a 'customer-first' attitude
- Excellent engagement and networking skills and used to working at C Level
- Hungry for success
- Confident in front of clients
- Ability to adapt style to customer, prospect and internal staff / partner preferences and own styles.
- A tenacious, adaptable attitude to build solid working relationships with clients.
- Ability to pick up opportunities and opportunities from other team members and convert these into projects.

Preferred Skills/Qualifications:

- Possess a sense of urgency and attention to accuracy and detail
- Self-confident
- Excellent verbal and written communication skills.
- Excellent presentation skills and able to handle and overcome objections
- Highly motivated and hardworking
- Potential to manage others
- Reliable
- Sociable
- Ambition, confident, flair and a can-do attitude
- Lots of energy!
- The ability to learn quickly and a deep interest in digital, inbound marketing and technology
- Takes personal responsibility for success
- Full, clean driving license essential

DISCLAIMER:



The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees assigned to this position.