

Account Manager Job Description

Interested Applicants:

Email Info@CorporateValues.com with cover letter & Resume

We are seeking an Account Manager to act as a primary liaison between our company and both new and existing clients. We are a rapidly growing marketing company that specializes in sourcing and delivering creative branded merchandise to Fortune 500 and middle market businesses in the US and abroad. Not only are we committed to helping our clients meet their marketing and growth goals we are equally committed to helping our employees reach their personal and professional goals.

This critical position is geared towards the individual who is an exceptional communicator and is comfortable managing 20-25 projects at one time. The ideal candidate is congenial, meticulous in managing details, comfortable in a fast paced environment and is focused on professional and personal growth.

Qualifications

- Highly self-motivated and dedicated to goal achievement
- Advanced verbal and written communications skills
- Strong computer skills using Microsoft Office, CRM etc
- Proven ability to successfully manage account relationships
- Established organizational and problem solving skills

We offer:

- Competitive salary and bonus
- Excellent Medical benefits
- Fast paced work environment
- Collaborative work atmosphere
- Career growth opportunities
- Opportunity to work closely with founder

Role Description

Role Title – Account Manager

Purpose – Once a new customer has been acquired by the sales team, the Customer Service Manager will create a long-term relationship with that customer, to create and effectively execute marketing initiatives.

Manager – Founder & Office Manger

KRAs

1. Account Management/Metrics
2. Customer Relationships
3. Campaign Proposals
4. Product Research
5. Campaign Execution and Tracking
6. Dormant Account Re-Activation
7. Ask for Referrals

KRA#1 – Account Management/Metrics

Tasks-Activities – Develop and implement strategic plan to maximize revenue from assigned accounts using the following tactics: Interview buyer for information related to event / trade show calendar, giveaway inventory needs, safety programs and new employee (HR) kits. Prepare product presentations to meet these needs. Schedule follow up touches based on activity level of client.

Accountability – Map out business plan for the year for existing accounts before January 31st. Create account management road map for new customers after initial pilot project. Record data in Excel and meet with manager monthly to review progress.

KRA#2 – Customer Relationships

Tasks-Activities – Develop long term relationships with buyers through personal contact (phone, email, meetings) and high level service behaviors including targeted research, clear communication of order status and appropriately timed check in touches. After research results have been communicated seek sample list. Once order has been placed email virtual proof, delivery schedule and tracking information when available. After order is delivered confirm customer is 100% satisfied and plan the next touch based on needs assessment.

Accountability- Schedule each of these activities in ACT and enter details in the notes section. Present customer contact log to manager weekly.

KRA#3 – Campaign Proposals

Tasks-Activities – Using ESP database present creative / unique product ideas to clients and prospects based on the following criteria: in hand date, target audience, items they've previously purchased, budget, and quality threshold. Be aware of size restrictions which impose complications for travelers and add excessive freight costs as well as items that have had meaningful results for other customers.

Accountability- Prepare and email ESP presentations within 24 hours of client request. Include in customer contact log and weekly meeting with manager.

KRA#4 – Product Research

Tasks-Activities – Communicate product information to client by using supplier website or contacting supplier CS desk for information on pricing, specials, imprint area, inventory levels, and production lead times. CSM will have high familiarity with product categories, category vendors, preferred vendors, high demand product stock levels with vendors and UPS / Fedex timelines for ground service from supplier factories.

Accountability – Respond to product inquiries by email within 2 hours.

KRA#5 – Campaign Execution and Tracking

Tasks-Activities – Prepare quotes, orders, PO's, invoices with relevant information including item #, product description, product color(s), imprint description, imprint color(s), in hand date, virtual proof request.

Accountability – Prepare order documents the same day all information is available and be able to give a spontaneous verbal update to manager. Order documents are organized in rolling file cabinet and will be randomly reviewed by manager.