



Senior Account Manager

 Exeter, EX1 1QR

Salary: Up to £38k per annum
+ commission

Reports to: Head of Client Services
Permanent Contract

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. Whether it be prime time delivery or campaign training with our clients, we are in it together to challenge, support and ultimately, to achieve.

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 a Senior 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 help create innovative campaign strategies that utilise our suite of services. This is a client relationship and sales role, the objective to deliver retain clients, protect retained revenue and deliver growth from existing clients. 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 develop client strategy alongside the Revenue Operations team. You will ensure 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 will know how to affect and create positive change through clear feedback and measurable action.

You will also be responsible for building strong relationships with our delivery team to ensure our clients receive an exceptional level of service, as well as results.

You will uphold company values and be responsible for assisting with achieving company goals and targets.

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

Responsibilities

- 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
- Work with the Head of Client Services 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 the Revenue Operations team to create custom reports to be presented in client reviews, giving 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 with a proven success in building sales and marketing strategies
- 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)
- 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, negotiation, and presentation skills
- A positive and optimistic outlook within a fast-paced environment effectively

Measurements of Success

Our success as a team is measured on the KPIs of:

- Client Churn - Retaining clients beyond their minimum contract term
- Extending client notice periods
- Cross selling and upselling services to each client

Benefits

- Competitive salary plus commission
- 23 days holiday (plus bank holidays) + increase with length of service
- Social office environment
- Work-from-home days
- Healthy working environment with refreshments provided
- Monthly company lunch
- Wellness program

To apply

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

