

Job role description

Role:	Senior account manager
Business function:	Commercial – Client Services
Reporting to:	Account director
Managing:	N/A
Prepared on:	11 August 2020

Purpose and Scope

The purpose of this Role Description is to describe the **Senior account manager** role.

- To operate as the lead point of contact for your portfolio of accounts, ensuring retention and growth targets are achieved
- To build and maintain strong, long-lasting customer relationships
- To provide strategic direction to achieve client objectives, utilising different channels/disciplines as required with an integrated approach
- To work with cross-functional internal teams to improve the overall Fresh Egg customer experience

This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.

Role Responsibilities

Key responsibilities

- To operate as the lead point of contact for your portfolio of accounts, ensuring retention and growth targets are achieved
- To lead in the creation and implementation of client strategy, with support from the Account Director and technical/specialist staff where required
- To have a thorough understanding of the services across Fresh Egg and how they integrate and to ensure all clients are aware of these
- To build and sustain strong and long-lasting relationships with client-side senior managers and operational staff and maintain frequent contact with any other third-party agencies used by each customer

Client focus and communication

- To ensure that agreed client objectives are in place across all activity and from these create relevant client strategy and tactical documentation

- To be responsible for the strategy, planning and ongoing management of each client within your portfolio, ensuring all work is delivered to a high quality, on time and within the agreed budget
- To proactively advise clients about digital marketing landscape developments and ensure that campaign strategies are adapted in a timely fashion to meet all relevant requirements
- To maximise client revenue, proactively pursuing all relevant cross-sell and up-sell opportunities

KPIs and reports

- To ensure that client reporting utilises the right metrics to demonstrate value in relation to client strategy and goals
- To meet or exceed personal revenue performance targets
- To contribute towards Fresh Egg's overall client retention targets
- To monitor, report and improve on client satisfaction in line with Net Promoter Score benchmark on a six monthly basis
- To ensure RAG reporting is carried out on your accounts on a monthly basis and inform the key stakeholders when Amber or Red RAG statuses are activated
- To ensure renewals are signed and agreed two months in advance of contract expiry

Best practice and organisation

- To keep fully up-to-date with industry developments
- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency
- To communicate team resource needs internally
- To represent Fresh Egg at industry events when required and to represent the Company in a professional and knowledgeable manner
- To maintain a strong understanding and high proficiency of use of key analytical, market intelligence tools and Fresh Egg proprietary tools

Key behaviours should be aligned to core values at all times.