

## Job Description

Designation: **Account Manager**

Responsible to: **Sales Director**

Salary: **£25 to £27k depending on skills and experience**

### **Main Duties and Tasks (this is not an exhaustive list)**

Public-i is a leader in the local government sector for Webcasting and Audio-Visual solutions.

This post has prime responsibility for managing customer accounts ensuring retention of the portfolio of clients and upselling products and services to the client base.

The postholder will be expected to act as an interface between the customer services and sales department, and with a good track record of customer services, will liaise directly with the service desk to offer a joint approach to any technical issues - therefore a technical understanding is important although you will not be expected to fix or rectify issues.

Key tasks of this role include:

- Manage portfolio of accounts
- Building and maintaining client relationships
- Upselling to clients across the range of products, following the sales process through to completion
- Working with delivery team to ensure smooth handover of client from delivery to account management phase
- Generating revenue and building towards the company's revenue expectations
- Retention of converted customers upon renewal of their contracts
- Generating proposals, quotes and tender responses where required
- Upkeep of client records and information through CRM
- Agreeing selling strategies with the Business Development Manager
- Marketing and advertising duties as required
- Completion of all related paperwork and electronic communications as necessary within agreed timescales
- Regular account management meetings with clients covering:
  - Addressing their issues and/or service requirements
  - Upselling opportunities - creating customer stickiness
  - Identifying other areas of the client's business to contact and look for opportunities
  - Marketing and content support to maximise value of service
  - Building internal client knowledge
- Liaison with clients to create new sales opportunities - both Webcasting and Audio-Visual technologies
- Creation of new project opportunities

### **Skills**

This role needs creative and organised individuals with strong and client management skills that can identify potential upsell opportunities. The postholder will have a good grasp of multimedia technologies as well as ideas as to the application of these technologies in a public-sector context.

The postholder will be directly responsible for client upselling so an appetite and aptitude for business development is a must have.

The role requires a range of skills, some of which are set out below;

- Aptitude for achieving targets
- Self-motivation and planning skills are essential
- Strong communication skills in dealing with customers and internal departments and the ability to build relationships
- Excellent writing skills and experience in creating documentation
- Delivering presentations & attending regular meetings with clients
- Good knowledge of multimedia and other internet technologies
- Time management and good organisational skills are essential - ability to prioritise and manage work
- Ability to summarise and feedback all relevant information gathered from events, such as competitors, possible new ideas, customer needs etc.
- An eye for detail as well as a "completer finisher" mentality!
- Full, clean driving licence

Other non-essential but advantageous skills:

- An interest in eDemocracy would be an advantage
- An interest in local government, the predominant client base

Travel is required within this role and you should have a full, clean driving license and the ability to plan your journeys in accordance with safe driving practice and the needs of the business. The work will be a mixture of on the road and desk based. A car allowance of £400 per month would be payable.

We also offer training and career development, contributory company pensions scheme, 20 to 26 days' holiday along with additional Christmas closure, child care vouchers, death in service benefits, access to critical illness cover, summer outings and Friday drinks.