

*JOB DESCRIPTION*  
*VERSION 1 – 20.03.19*

# ACCOUNT MANAGER

**JOB TITLE:**

Account Manager

**JOB FAMILY & LEVEL:**

**DIVISION/BUSINESS UNIT:**

Tajonline India Pvt Ltd

**REPORTS TO: Head of Operations**

## Key purpose of the role

To build and maintain good working relationships with allocated clients to ensure the retention and growth of accounts and client satisfaction. To ensure the day-to-day delivery of all operational elements in a timely manner and to a high quality standard. To work closely with supplier departments to ensure the delivery of creative, added value solutions to the client.

## Principal responsibilities

### Customer Satisfaction

- Develop and manage strong relationships with clients that ensure retention of accounts.
- Manage the delivery of various accounts.
- Identify potential opportunities to add value and grow client relationships to maximise profitability for Grass Roots.
- Ensure high standards of delivery and resolve client service concerns.
- Conduct regular formal reviews with clients to ensure satisfaction and identify opportunities for improvement.

### Operational Excellence

- Understand the strategic account plan for your accounts and deliver it.
- Prepare appropriate operational documentation for your accounts ie. Statement of Work, Project plan, programme documentation, etc.
- Develop and manage strong relationships with other internal departments to ensure outstanding service and solutions.
- Develop and maintain a good understanding of all appropriate Grass Roots products and services .

### Financial Performance

- Responsibility for accurate invoicing, forecasting and financial performance of client programmes
- Understand financials of your accounts to ensure profitability for Grass Roots.
- Achievement of financial target for accounts assigned.

### Learning & Growth

- Demonstrate the Grass Roots values and behaviours in all interactions with clients and colleagues.
- Actively identify development opportunities for yourself to ensure Performance Excellence.

## **Budget responsibilities**

Responsible for the accurate invoicing and forecasting of client accounts in line with budgets.

Responsible for delivering retention and growth revenue, GP and net profit targets to be agreed annually on selected accounts.

Work with Line Manager to support the delivery of growth revenue in line with agreed budgets.

## **Principal working relationships**

### **Clients**

Main point of contact for client for day-to-day delivery of agreed account elements.

Analyse and share integrated output with clients.

Drive client satisfaction by providing insights and actionable recommendations during presentations or business reviews and also by providing value-added analyses.

Identify and recommend enhanced and new services that answer clients' business needs.

Build and maintain ongoing relationships with the identified key persons within the client organization.

### **Direct reports**

Client servicing team as specified for the role. eg. Account leads/ Program coordinators.

### **Internal relationships**

Productive, inspiring and positive working relationships required with colleagues within the immediate team; supplier departments and the wider Grass Roots Group, particularly in delivering commercial, added value solutions.

## **Skills and Experience**

### **Essential**

Proven client relationship skills – being able to build rapport quickly & maintain and develop ongoing productive relationships

Excellent written and oral communication skills

Excellent organisational and project management skills

Strong presentation and negotiation skills

Excellent attention to detail

Excellent analytical skills

Ability to work well under pressure

Experience: 3 years experience in the Loyalty/Advertising space

### **Desirable**

Proven track record of delivering profitable programmes for clients

### **Personal Qualities**

- Confident communicator (verbal & written)
- Personable, credible and able to establish trust easily
- Consistent and self-disciplined
- Team player
- Commercial and financial acumen
- Thrives on pressure