



Strategic Account Manager

Position Details:

- Title: Strategic Account Manager
- Reports to: Director of Services
- Location: Virginia, Maryland, Ohio, Illinois, or Washington DC preferred; ability to work remotely from home required.
- Compensation: Competitive base salary, plus quarterly bonus and commission
- Employee Benefits: Employer paid health, dental, vision, group life and short-term disability insurance coverage; optional participation in 401k retirement plan; PTO; work from home; part of a fast-growing team of successful professionals
- Travel: Must be willing to travel up to 50%

Core Values:

- Be a leader.
- Become your best self.
- Collaborate to greatness!
- Do what you love, love what you do!

Desired Attributes:

- Solution Seeker
- Dedicated and Strong Work Ethic
- Team Player (We win, I win!)
- Driven Self Starter
- Growth Oriented
- Results Focused
- Balanced
- Flexible/Versatile
- Passionate

Education:

- Bachelor's Degree in Business Administration or related field, or equivalent experience in account management

Job Description:

We are seeking a passionate and highly motivated individual to support Client Services and Business Development specifically in the area of current client retention for the company. Your primary responsibility will be to collaborate with an existing list of key accounts to maintain current partnerships, manage existing revenue and upsell into each unique account. The individual must have a broad understand of email marketing and marketing automation platforms.

The right person will have a proven track record related to key account management leveraging a trusted-relationship approach. This role will be expected to build and maintain a strong relationship with a multi-level, cross-functional group of contacts (executive sponsorship to project management) at each account. You will be the lead point of contact on new strategic initiatives within the account and will run monthly touch base meetings, and an annual business review.

The SAM will prospect and build new client relations within assigned accounts by making calls, written communication, attending events, performing product demonstrations and in-person presentations. You will be responsible and accountable for retaining your base of existing clients.

Applicant must be legally authorized to work in the US, and not require sponsorship for an employment visa.

Responsibilities:

- A foundation of key email marketing and marketing automation principles is required to communicate effectively with clients and navigate strategic account plans
- Execute on the company's account management strategy with the goal of retaining corporate clients that leverage HighRoad Solution software applications and services
- Target clients and expand the relationship of HighRoad Solution by continuously proposing solutions that meet their objectives and add strategic value to the account and ensure these major accounts do not turn to alternative competitive solution
- Serve as the main point of communication and own follow-up and up-sell strategy between executive stakeholders at key clients and internal HRS teams with the goal of improving the clients current martech stack
- Collaborate with the center of excellence team to resolve any issues and problems faced by clients and remedy escalated complaints to maintain trust
- Play an integral part in generating new sales in the base that will solve pain points in existing accounts and turn into long-lasting relationships and increased profit for HighRoad Solution
- Update company CRM daily and prepare reports of progress and forecasts to internal and external stakeholders using key account metrics
- Create Statements of Work and/or estimates for new products, implementations or services
- Utilize available resources, and proactively create new resources to support HighRoad roadmap that is in place for the account
- Serves as a trusted advisor to the key contact between association clients and the HRS team

Competencies:

- Strong and confident oral and written communication skills including ability to persuasively and efficiently deliver presentations to executives
- Ability to multitask, prioritize and maximize resources to accomplish key account management retention and sales metrics and goals
- A strong knowledge in Email Marketing and Marketing Automation platforms that support the ability to understand client goals and business decisions
- Eagerness to learn new software applications, demonstrate strategic thinking and have the initiative to understand account organizational structure as it relates to HighRoad roadmap and manage upsell opportunities
- Demonstrates autonomy and ability to move quickly in an ever-changing environment often without close supervision
- Solid business acumen skills; ability to understand and apply key financial and operational drivers affecting current clients and their business opportunities and adjust account management approach accordingly
- Demonstrates attention to detail, critical thinking and negotiation skills
- Ability to create, refine, and manage account management processes
- Consistently achieves results, demonstrating high performance, and challenging self and others to deliver results
- Demonstrates a desire to proactively help and serve associations and internal teams to meet their needs
- Works with others to deliver results, meaningfully contributing to the team and prioritizing client and team needs over individual needs

Skills:

- 5+ Years of relevant experience in consultative account management required
- 2+ Years of experience in solution-based account management required
- 3+ Years of email marketing and/or marketing automation experience required
- Experience in the association market is a plus
- Excellent knowledge of Microsoft Office (Word, Excel, PowerPoint and Outlook) to create client-facing reports and presentations
- Platform and software experience with HubSpot, Bidsketch, and Asana is a plus