



# Vacancy: Account Manager /

12 JUL 2019



## Purpose /

The Contagious Account Manager is a sales and retention position at the company.

Primarily, the role exists to ensure that our existing client base are nurtured and developed to achieve maximum renewal rates, minimal churn, and strategic growth. The role requires the highest levels of account management, industry knowledge, and business & sales acumen.

## Context /

Reporting directly to the Head of Growth, the Account Manager holds responsibility to renew, grow and develop revenues from the existing memberships client base.

Managing the mid tier membership accounts and identifying potential growth areas, the Account Manager will work across both brand and agency clients driving through renewals and constantly looking to increase spend through larger geographical deals, additional product offerings, and excellent customer journey management.

Typically the Account Manager will be expected to maintain a renewal rate of a minimum of 80% YOY along with strategic upsell targets and growth KPIs against specific accounts.

You will work mainly with the Head of Growth, the Customer Success team and the Business Development teams both in London and NYC and will also be expected to develop effective working relationships with your peers.

International travel may be a part of the role as and where required & appropriate.

## Responsibilities and Key Performance Indicators /

- Responsible for the existing memberships client base at Contagious, their development, growth, and crucially, their renewal
- Create and execute strategic plans for each membership account ensuring the customer journey is built for success and all wider sales opportunities are explored
- Maintain an ongoing relationship with various internal stakeholders for each account, and through this, grow accounts by identifying intelligent upsell opportunities and potential interest areas from your client
- Achieve the minimum renewal rates and upsell targets set by the business
- Act as an ambassador for Contagious, creating meaningful professional relationships across our key membership accounts to ensure continuity and safeguarding of major revenue lines
- Work with the customer success team to schedule onboarding and client training for key accounts, while planning for additional sales opportunities.
- Work with the Head of Growth to plan initiatives and marketing opportunities for existing client accounts to further safeguard the Contagious membership revenue line

## Skills/Knowledge /

- Solid understanding of the global marketing landscape
- Proficient in Microsoft Office
- Excellent negotiating skills
- Pipeline management and forecasting
- People skills – a natural communicator and excellent relationship builder at Director and C level
- Highly confident in presenting, constructing engaging power point decks to win new and larger deals
- Highly motivated, a self-starter but also a team player.
- Strategic capability, long term vision, excellent reporting and proposal writing, and an eye for detail

## Experience /

- 3 - 5 years sales experience, preferably within the marketing industry dealing with both client side and agency
- Proven success in achieving sales targets, winning new business and developing deals with multiple senior stakeholders
- Experience and proven success managing and developing accounts
- A passion for the creative advertising industry

## Qualifications /

BA Hons / Masters preferred but not essential

The above list is not exclusive or exhaustive and the job holder may be required to undertake such other duties as may reasonably be required.

**To apply, please send your CV along with a covering letter to [OllieS@contagious.com](mailto:OllieS@contagious.com)**

**For a flavour of what it's like to work at Contagious check out the video below**

► <https://www.youtube.com/watch?v=yorFD3TmxEI>

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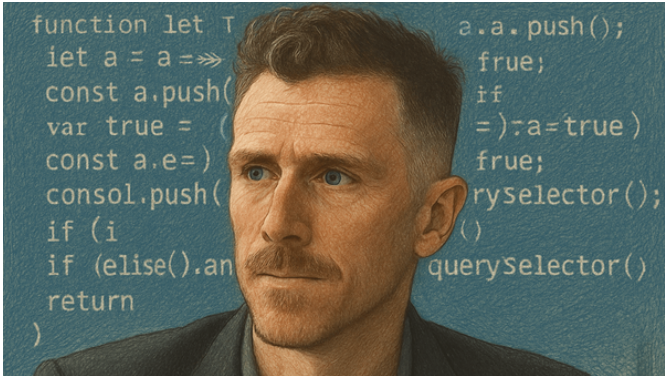
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