



Employee Name:
Job Title: Account Manager
Effective Date:

JOB PURPOSE STATEMENT

As an Account Manager, you will be responsible for managing and growing relationships with our largest and most strategic accounts. You will serve as the primary point of contact for our clients, ensuring their satisfaction and success with our products and services. The ideal candidate will have a strong background in account management, excellent communication skills, and a proven track record of achieving sales targets and driving customer success.

KEY DELIVERABLES

KPA	Duties
Client Relationship Management	<ul style="list-style-type: none">• Develop and maintain strong, long-lasting relationships with key stakeholders in assigned accounts.• Serve as the primary point of contact for all client needs, inquiries, and issues.• Conduct regular check-ins and business reviews with clients to ensure their ongoing satisfaction and success.
Account Growth and Sales	<ul style="list-style-type: none">• Identify and pursue new business opportunities within existing accounts to drive revenue growth.• Develop account plans and strategies to meet or exceed sales targets.• Collaborate with sales and marketing teams to develop and execute account-based marketing initiatives.
Customer Success	<ul style="list-style-type: none">• Ensure clients are maximising the value of our products and services.• Provide clients with training, resources, and support to help them achieve their business objectives.• Monitor account health and proactively address any issues or concerns.
Cross-Functional Collaboration	<ul style="list-style-type: none">• Work closely with internal teams (e.g., product, support, marketing) to ensure a seamless and positive customer experience.• Provide feedback to internal teams on customer needs, preferences, and pain points to inform product development and improvement.
Reporting and Analysis	<ul style="list-style-type: none">• Track and report on key account metrics and performance indicators.• Provide regular updates to senior management on account status, opportunities, and challenges.• Analyse account performance data to identify trends and areas for improvement.
Strategic Planning	<ul style="list-style-type: none">• Develop long-term strategies for account growth and customer retention.• Participate in the development of sales forecasts and budgeting for accounts.• Align account management strategies with company goals and objectives.
Risk Management	<ul style="list-style-type: none">• Identify potential risks to account stability and proactively develop mitigation plans.• Handle escalations and complex customer issues with a focus on resolution and customer satisfaction.



Contract Management	<ul style="list-style-type: none">• Negotiate contracts, renewals, and pricing with clients to ensure mutual benefit and long-term partnership.• Ensure all agreements and contracts are up-to-date and comply with company policies and standards.
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JOB REQUIREMENTS

- Bachelor's degree in Business, Marketing, or a related field (or equivalent experience).
- 5+ years of experience in account management, sales, or a related field, preferably within the segment.
- Proven track record of managing and growing large, complex accounts.
- Proven track record of achieving sales targets
- Experience in the technology or software industry is highly desirable.
- Excellent communication and interpersonal skills.
- Strong negotiation and closing skills.
- Ability to build and maintain strong relationships with senior-level executives.
- Proficiency in CRM software (e.g., Salesforce) and Microsoft Office Suite.
- Strong analytical and problem-solving abilities.
- Strong service delivery mindset
- Progress centric thinker

These responsibilities are not exhaustive. In this dynamic role as an Account Manager, you may be required to perform ad-hoc tasks and adapt to evolving challenges as they arise, ensuring that our clients receive the best possible service and solutions tailored to their unique needs. Your versatility and readiness to address diverse demands are integral to achieving success in this role.