

Job Title: Senior Account Manager**Reporting to: Account Director****Reports: Account Executive / Client Service Executives****Purpose of the job:**

The Senior Account Manager is the bridge between the client and the agency. They are responsible for ensuring that the agency is meeting the client's needs and working with all the key functions that go into creating the agency's advertising output. They are constantly solving problems, managing internal and external communications, and driving projects to completion.

The main purpose of this job is to act as the primary point of contact between clients and The Agency. The incumbent is responsible for the overall management of all strategic and operational activities within the team including high level client service, marketing, upselling and cross-selling, providing timely and reliable management information that supports the business strategy, goals with an objective of creating profitable customer relationships.

Roles and Responsibilities:

- Provide highest level of customer relationship management to clients within allocated portfolio – ensuring proactive communication at all times and timely delivery of best solutions as per their (Clients) needs
- Increase new client base for The Agency and generate and attract new business through the Company's brand;
- Increase the level of business growth with already existing clients of The Agency through maintaining contact, upselling and cross-selling products to current clients by studying and understanding their business needs;
- Improves customer service levels by evaluating, and re-designing processes; establishing and communicating service metrics; monitoring and analyzing results; implementing changes.
- Proactively provide strategic direction to the Client Service team, ensuring marketing and client service best practice are developed and leading the team in their implementation;
- Keep abreast and maintain a current and accurate knowledge of The Agency's competitor activity and recommend any necessary tactical action;
- Maintain accurate records of all contacts with clients;
- Provide feedback and comments relating to product content and pricing as well as company's brand to the Managing Director;
- Provide Client Service team with guidance in handling difficult or complex issues so they can be resolved effectively and efficiently. Provide guidance on how to escalate complaints or challenges within the team;

Quality:

- Responsible for building quality process and standards for the teams to ensure that deliverables are never compromised on the quality and every team member is aligned to the quality standards.
- Follow and promote team to follow quality standards and processes thoroughly at all times from production to delivery so that client's satisfaction level is very high.
- Identify opportunities and advice for quality improvements in the work process on an ongoing basis to make continuous efforts of making deliverables better for the organization and the client.
- Collect and analyze customer feedback to ensure that the client is satisfied with our delivery and we are always aligned to their expectations.

Indicative Educational Qualification:

- Bachelor's Degree in Business Management or Administration / Marketing or similar from a recognized institution
- Customer Service / Marketing / Project Management Certifications will be an added advantage
- Indicative Experience:
- At last 5 years of relevant experience in client service and account management (Similar industry experience highly preferred)
- Proven track record of high customer service and relationship management within the industry

Additional Skills:

- Excellent communication (Written and spoken language)
- Excellent Customer Service and Client Relationship management
- Flexible and adaptive.
- Strong negotiation skills
- High business acumen

Send application to admin@isafrica.education not later than 20th Jan 2021.

Only shortlisted candidates will be contacted.