

## **JOB DESCRIPTION**

### **Senior Account Manager - Client Servicing**

#### **Key Requirements:**

- Proven work experience of at least 5-7 years in a client servicing/account management role in a digital marketing agency
- Strong knowledge of Social Media Marketing, SEM, SEO, Affiliate Marketing and other streams of digital marketing ecosystem.
- Strong command of Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- Strong communication, presentation and negotiation skills.
- Proven team management experience
- A Process-driven approach, exemplary time management and organisational skills for efficient project management and team coordination

#### **Key Responsibilities:**

- Lead and guide the team, ensuring high satisfaction and retention of existing clients and a positive onboarding experience for new clients
- Manage and grow revenue and profits through both existing and new clients, ensuring the achievement of annual targets
- Build rapport, anticipate and address concerns and needs.
- Overlook team's compliance to internal processes and standards for timely and quality deliverables and communication
- Act as the client partner for high-profile clients, understanding their needs and collaborating with the team to exceed expectations.
- Ensure delivery of impactful client presentations, reports, and meetings, showcasing strategic value, creativity and campaign outcomes.
- Collaborate with internal teams to co-create and develop campaign strategies aligned with client objectives, driving measurable results.
- Identify growth opportunities within the client portfolio to maximise revenue and expand services and contribute to revenue forecasting
- Stay updated on emerging online trends and best practices in digital marketing.
- Cater to team's hiring and training needs
- Conduct team member's performance evaluation and map progress while ensuring appropriate workload management and motivation in the team
- Ensure team's compliance to all organisation wide processes