

# Account Manager

## **Position Description:**

Insight Branding, is seeking an Account Manager to be the primary liaison between our company and our clients. The Account Manager will interact routinely with our clients to articulate our business capabilities and manage ongoing projects. They will work very closely with Directors, Sales Representatives, and other internal staff to assist in the creation and support of industry leading solutions that help our clients exceed their marketing and sales goals. This position will work closely with team members to ensure that all project requirements, deadlines, and schedules are completed while building and maintaining trust with each customer account. A successful Account Manager will have strong leadership, strategic planning, project management, analytical, and decision-making skills.

## **Primary Duties and Responsibilities:**

- Serves as a liaison with the company's customers, developing relationships, providing guidance and advice and ensuring all the customer's needs are being met
- Inbound calls, outbound calls, CRM documentation with key account information, entering orders/ memos, and managing and responding to emails.
- Effective and efficient use of all computer system applications as trained.
- Responsible for implementing skills gained from training around the following areas:
  - Sales
  - Customer Service
  - Product knowledge
- Uses professional experience with understanding of industry knowledge to execute business building strategy by identifying customer needs and offering practical and imaginative solutions to those needs.
- Complete and meet deadlines for all initiatives and other assigned projects.
- Interacts frequently with the inside sales team to exchange factual information and collaborate on ways to grow accounts.
- Offers creative and analytic customer service by demonstrating good judgement for obtaining solutions to a diverse set of issues.
- Manage challenging situations that may affect customers.
- Perform team and back up expectations as trained.
- Achieve minimum expectations for accuracy and productivity.
- Stay informed on all communications and training to ensure accurate information is given to customers.

**Requirements for Position:**

- Excellent communication/presentation skills and ability to build relationships.
- Organizational and time-management skills.
- Ability to manage difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
- Works well in a team environment.
- Ability to multitask between numerous assignments and projects.
- A process thinker seeking productivity and exceptional service.
- Customer centric, enthusiastic and passionate.
- Ability to lead project teams of various sizes and see them through to completion.
- Able to complete projects in a timely manner.
- Ability to work independently and collaboratively.
- Ability to take and apply direction and/or constructive criticism.
- Ability to work efficiently without compromising quality or accuracy.
- Superb interpersonal skills, including the ability to quickly build rapport with both customers and suppliers.
- Ability to work with and keep a positive, supportive attitude towards the Company, job, customers and co-workers.
- Maintains a self-starter attitude with excellent organizational and time management skills and has proven ability to handle multiple tasks and projects simultaneously.

**Qualifications:**

- Minimum of 4 years related experience or bachelor's degree with 1-2 years' experience
- Proven experience as an Account Executive, or in other sales/customer service role
- Proficiency in Microsoft applications including Word, Excel, PowerPoint, and GSuite.
- Preferred proficiency with required desktop publishing tools, including Illustrator, Photoshop and other Graphic Design software.

**Physical Demands:**

While performing the duties of this job, the employee is regularly required to sit; reach with hands and arms and talk or hear. The employee is frequently required to use hands to finger, handle or feel; frequently lift and/or move up to 10 pounds, and occasionally lift and/or move up to 25 pounds. The employee is regularly required to stand and walk. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Work Environment:**

Work environment is remote or a moderately quiet office environment.

**ABOUT US:**

Established in 2004, Insight Branding was founded to deliver marketing solutions to our clients. Over the years, we have continued to expand our services and solutions to our clients from a standard branded merchandise program to social media, PR, and digital videos. Our focus on making our customer's brand our mission has helped us grow into one of the largest promotional marketing agencies in the industry.

Insight Branding is headquartered in Charlotte, NC with other locations in Georgia, Wisconsin, Texas and Ohio. We promote a culture that acknowledges the importance of a healthy work-life balance. We encourage initiative and participation by creating a casual environment that taps your full potential as an employee.

**BENEFITS:**

- Competitive salary
- Health/Dental/Vision benefits
- 401(k) plan with company match
- Holiday and flexible paid-time-off
- Discounts on brand name apparel
- Flexible schedules

**Insight Branding is an Equal Opportunity Employer.**

We extend equal employment opportunities to qualified applicants and employees on an equal basis regardless of an individual's age, race, color, sex, religion, national origin, disability, sexual orientation, gender identity or expression, pregnancy status, marital status, military or veteran status, genetic disposition or any other reason protected by law.

Job details:

Employment: Full time

Job Function: Marketing, Sales, Business Development

Industry: Marketing & Advertising