

Role Profile: Account Executive

Location: Southernhay, Exeter (some travel will be expected)

Salary: Dependent on Experience

Job purpose

We have a newly created vacancy for an Account Executive to join our growing team. The primary focus of this role is to support with the delivery of our optimisation and digital marketing services for a small number of core clients.

Working closely with the Account Manager, the Account Executive role will be to support with the delivery and management of our client engagements, liaising between cross-discipline internal teams and the customer to ensure the timely and successful delivery of our services.

Key responsibilities

- ⇒ Support with the delivery of Good Growth's core services in Optimisation and Digital Marketing to address customer objectives and track our performance against the agreed key performance indicators
- ⇒ Assist with delivery of project processes and maintain quality standards of work in line with our process and methodology
- ⇒ Operate as the secondary point of contact for customers, assisting with building and maintaining strong, long-lasting customer relationships
- ⇒ Support the prioritisation of activity and communicate project tasks and timeframes to the wider team
- ⇒ Support the smooth and successful introduction of new clients and help to grow opportunities through extensions and cross selling of services
- ⇒ Collaborate with Analytics, Digital Marketing and other teams to ensure deliverables are produced in a time efficient manner
- ⇒ Support with the planning of weekly performance update calls and regular planning meetings
- ⇒ Support with the insight and analysis of customer data

Skills and experience

Essential

- ⇒ Demonstrable experience in a service led environment
- ⇒ Ability to multitask in a fast-paced environment
- ⇒ Ability to proactively manage multi-discipline projects
- ⇒ Ability to diligently maintain high quality standards
- ⇒ Confident in communicating across a variety of mediums
- ⇒ Excellent written and verbal communication skills
- ⇒ Self-motivated and able to show initiative

Desired

- ⇒ Can demonstrate experience in stakeholder management
- ⇒ Experience in delivering against agreed commercial outcomes
- ⇒ Understanding of CRO and Digital Marketing is advantageous but not essential
- ⇒ Ability to interpret and analyse data

Key performance indicators

- ⇒ Timely completion of project deliverables
- ⇒ Agreed client commercial outcomes
- ⇒ Contribution to team NPS scores