

ROLE

ACCOUNT MANAGER

Location

Sydney, Australia

Reports To

Retail Media Director
(Sales Director)

Direct Reports

None

SUMMARY

The Account Manager is responsible for achieving set sales targets by growing the overall business value of a portfolio of accounts (comprising a mix of large/multi-site and smaller/single-site clients). This will be achieved via high calibre sales and account management that establishes and maintains strong client relationships and ensures continued satisfaction with our ongoing services to generate repeat business, coupled with, actively hunting for opportunities to grow revenue and services.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following is a list of general job responsibilities for the Account Manager position. This list is not all-inclusive and may be broadened or changed to meet changing business needs.

Account Management

- Be primary point of contact for centralised / head office clients and act as the interface between client and Mood Media teams (local & international)
- Identify / adapt to client needs and ensure Mood Media best meets those requirements (incl. uncovering any hidden customer resistance and overcoming any objection)
- Host regular client WIPs to; efficiently deliver projects, proactively manage the relationship and identify growth opportunities (frequency as required)
- Position Mood Media as a strategic partner with key client decision-makers and influencers
- Manage typical client requests (e.g. music updates, message creation / scheduling)
- Maintain customer databases and files with accurate information
- Complete reasonable miscellaneous tasks as required
- Attend scheduled departmental meetings and training sessions
- In conjunction with Sales Director (Retail Media Director):
 - Develop and execute half yearly key account plans (to strengthen relationship & achieve revenue goals)
 - Perform half yearly health check (first internally and then collaboratively with client) to; review Mood Media's performance, determine customer satisfaction, and, identify any required changes in Mood Media's service / product offering
 - Assist in securing new business / responding to tenders

Sales

- Open new accounts / sites (in EFO), issue quotes (ensuring adequate margin), send service agreements (for 36-month term where possible) and re-sign clients (ahead of contract expiry)
- Convert quotes to orders, create Trello task cards and liaise with Projects and/or Customer Service teams on timely fulfilment and installation
- Meet or exceed set financial targets across both Non-Recurring (NR) and Recurring Monthly Revenue (RMR) via:
 - Upsell of Mood Media's suite of media and system services (e.g. player upgrades, additional services, screens, creative services)
 - Roll-out to additional sites within an existing logo and/or acquiring new logos within a parent company
 - Minimizing loss of revenue via client churn by:
 - Engaging clients 90 days before contract ends
 - Resolving client issues quickly & effectively

- Identify potential new clients and business opportunities and persuade new customers to place business with Mood Media

Financial

- For each key account, provide fortnightly updates on:
 - Activities (current status vs next steps)
 - Revenue (actuals vs forecast)
 - Future opportunities (scope, timings & ballpark revenue)
- Reflect the above / key opportunities in Salesforce (for Global visibility of revenue opportunities)
- Maintain accurate, up-to-date client account information including account history, annual revenue, key contacts, contract status and growth opportunity and retention strategy
- Work with Finance team to ensure that accounts receivable to not extend past 60 days

Internal Ways of Working

- Act as central coordinator of Mood Media functions to ensure best possible client experience of Mood Media's services:
 - Locally: Customer Service, Projects/Fulfilment, Operations/System Design, Music Supervision and Finance
 - Internationally: Content Scheduling/Creative Production, EU Data Entry/Music Scheduling, Legal, Account Management and Engineered Systems/Operations
- Work in tandem with local stakeholders (& external suppliers where req.) to develop scopes of work, quotes and delivery plans
- Ensure that each internal department has a clear understanding of their role, client deliverables and timeframes
- Analyze operational efficiencies in relation to customer objectives to increase margin growth within account base

REQUIRED SKILLS & ATTRIBUTES

- Positive, flexible, can-do attitude
- Strong client communication skills (incl. persuasive verbal and written communications and presenting)
- A team player but confident in ability to work autonomously
- High energy level, total integrity and strong work ethic
- Organised & high attention to detail
- Ability to:
 - Overcome rejection
 - Multi-task & manage time
 - Self-motivate
 - Handle objections & adversity
 - Ask both tactical & strategic questions
 - Active listening
 - Manage full sales cycle
 - Stay across industry knowledge

REQUIRED EXPERIENCE / EDUCATION

- BA / BS university degree
- Minimum 5 years sales experience (in solutions selling environment, media or advertising industries)
- Track record of meeting / exceeding sales targets
- Proficient in desktop applications including Microsoft Outlook, Word, Excel and Power Point (Salesforce is preferred though not mandatory)

MOOD MEDIA AUSTRALIA'S COMPANY VALUES

In addition to the role specific requirements, all Mood Media Australia employees conduct themselves in reflection of the company values;

- + **Respect** - We communicate openly and with consideration and show empathy towards one another.
 - We understand how our own behaviour impacts the feelings of others
 - We recognise, acknowledge and value our colleagues' experience and contribution
 - We appropriately challenge the behaviour of our colleagues who do not show respect to others
 - We encourage everyone to treat others with respect

- + **Integrity** - Our partners trust us to be reliable, transparent and accountable. We show initiative and work collaboratively.
 - We want to build relationships through trust, empathy and demonstrated expertise
 - We strive to anticipate, understand and address internal & external customer needs and concerns
 - We aim to display a high degree of integrity and honesty in all of our interactions
 - We honour commitments and keep promises to everyone

- + **Confidence** - No voice is too small at Mood Media. We encourage each other to express our views, to improve the status quo, and pioneer new ideas.
 - We adopt a transparent and open communication style; and speak boldly about the company vision (when developed)
 - We demonstrate consistent standards throughout the company with a "can do" attitude
 - We see ideas as opportunities and enjoy the challenge they bring

- + **Innovation** - We are resilient, embrace change, and promote bespoke solutions that make an impact.
 - We strive to create an environment that encourages ideas and innovative solutions
 - We understand the importance of a meaningful dialogue with all key stakeholders on major decisions/changes
 - We acknowledge that operational excellence supports innovation