



Account Manager

The role:

The Account Manager will play a key role in establishing and developing client relationships. With areas of focus being account relationship nurturing, growth and retention. They will also be expected to hunt new business (via various out-reach channels), within an assigned prospect territory. With additional ancillary tasks involving elements of strategic planning, sales support, product shaping and out-reach marketing.

The successful individual will be joining an established, successful, Commercial Team - with the expectation that they will contribute to the on-going growth of the Vanson Bourne business. Reporting to the Deputy Commercial Director, the Account Manager will gain direct exposure to a high-performance commercial environment, facilitating personal and experiential growth. The Vanson Bourne business believes fundamentally in rewarding success, with this role overtly viewed as a bridge to an Account Director role - predicated upon consistent, long-term, delivery against revenue targets and the general support of the business in its growth objectives.

Required experience and capabilities:

- Proven track record of successfully building account relationships and driving revenue growth - within a market research and/or insight consultancy context
- Familiar with 'selling' in the market research space - across all stages of the sales pipeline (from 'hunting' new clients to 'farming' established accounts)
- Understands the need to deliver to a mutually agreed sales target - with appropriate support provided to maximise success
- Embraces the higher level, consultancy, 'sell' - shaping the sales offering around a client's business/marcomms need(s)
- Whilst not essential, a knowledge of the B2B technology sector would be advantageous. What is essential though is the ability to immerse yourself within the vertical landscape, to rapidly get up the learning curve)

Qualifications:

- Bachelor's degree, 2:1 or above (or equivalent)
- Industry i.e., MRS (desirable)



Benefits:

Pension: 5% (of basic salary)

Flexible working: Enabling team members to work from home, with the requirement to work from the office a minimum of 20% of the time

Holiday: 25 days of annual leave each year, plus bank holidays. Holiday entitlement increases in line with length of service (up to 30 days)

Healthcare cash plan: Providing money towards the costs of associated expenditure (optical, dental, treatments, etc.)

Type of person we're looking for:



Someone who is entrepreneurial in outlook - being able to intuitively identify up-sell and cross-sell opportunities



Someone who is self-driven - comfortable working independently, with the minimum of direction (and being the point of contact for assigned customers and prospects)



Someone who is outcomes-focused and able to see the bigger picture in order to achieve team or company goals



A good team player, collegiate in ethos - able to work within and across team functions



A strong communicator - across verbal and written disciplines

Interested?

Get in touch with us today!

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