

Account Manager – European Medical Journal

Job Description:

The role is highly varied, and will see you working across a broad portfolio of titles and therapeutic areas. You will be responsible for managing and growing the accounts of a fast-growing healthcare publisher, whilst working closely with a team to establish the best course of action for increased client retention and growth.

The Role's Purpose

Reach and surpass sales/revenue targets and performance objectives while predominantly office-based although European travel will take place around 6 times a year.

Effectively manage customer relationships with a predefined critical/key and strategically important customer base

Ensure customer service standards are maintained

Research market and analyse trends and make recommendations regarding Sales Plan and Strategy

Constantly manage customer expectations and then exceed them

Measures of Success

Achieve specified targets as agreed with Manager in respect of the following:

Key Account Plan

Sales Plan

Sales/revenue targets

Number of external customer visits – new, existing and lapsed

Conversion rates

Customer retention rates for first year clients

Other performance objectives agreed with manager

Key Accountabilities

Make calls and visits to existing, lapsed and potential new business clients to build customer relationships, deliver excellent customer service and maximise revenue

Be deeply knowledgeable about the market, customers, competitors and products in order to sell solutions and deliver exceptional customer value to predefined customers effectively

Research and deliver focused customer service initiatives that build long-term strategic relationships and results

Maintain strong sales pipeline through effective relationship building, call management and lead generation

Ensure accurate use and maintenance of system supporting sales activities

Ensure sales administration activities (reports, meetings, plans etc.) are completed in effective and timely manner

Ensure accounts have an established customer plan and any risks/growth accounts are flagged and have appropriate management plans in place

Continually seek ways of improving methods of work and the service to customers

Contribute to evolving the client brand, developing the Sales offering and Strategy for the business

Desired Skills & Experience

Experience

Several years of sales experience preferred

Strategic and target-driven key account management experience essential

Experience of key account management and adding value to customers essential

Experience of obtaining new key accounts and managing them strategically with long-term partnership and investment objectives

Experience presenting and influencing at a senior level

Experience of working in healthcare/pharmaceutical publishing industry

Personal Attributes

Results orientated

Customer/Account focused

Engaging, empathetic with ability to challenge at senior levels

Personal credibility/gravitas to command respect from the team/wider business and clients alike

Self-motivated, self-sufficient and accountable

Organised, tenacious and committed

Punctual for all meetings – internal and external

Positive and enthusiastic and acts as a role model for others

Adapts well to change

Remains calm and professional under pressure