

Job Title: Account Manager

Location: Windsor, Berkshire

Salary: Competitive salary + Benefits + Bonus

Availability: Immediate

An incredible opportunity to join a bright and vibrant Creative Event Agency based in Windsor, Berkshire. With future growth plans we are now looking for an Account Manager to join our team where the right candidate will work within the Sales department to grow and develop some key accounts.

Overview

- The role of the Account Manager is to improve Penguins market position and achieve financial growth. You must be able define long-term organisational strategic goals for your accounts and market sectors, build key customer relationships, identify business opportunities, negotiate and close business deals and maintain extensive knowledge of your clients and their sectors.
- The role involves working alongside all the different services offered within the group, increase sales opportunities and thereby maximize revenue for the company.
- Manage existing clients and ensure they stay satisfied, positive and continue to grow the account and look for new opportunities within the account. This includes calling clients, meeting clients and often being required to make presentations on solutions and services that meet or predict their clients' future needs.

Main Duties

- To grow and retain existing accounts by presenting new solutions and services offered by the group.
- A key role is to prospect for new contacts within your key accounts, and set targets for sales and provide support that will continually improve the relationship.
- Strategic planning of accounts & market sectors to develop the pipeline of new business coming into Penguins. This requires a thorough knowledge of the market, the solutions/services that Penguins can provide, and those of our competitors.
- Work closely with Directors within the group to assist with developing strategy for account growth.
- Work with Marketing and PR to develop channels of communications with our existing clients.
- Work alongside the Account Sponsor in developing accounts

Key responsibilities

- Produce and maintain clear account plans, carrying out SWOT analysis and thorough strategy plan for each key account.
- Within your accounts prospecting for potential new contacts, obtaining new opportunities and therefore increasing turnover and GP of that account.
- Meeting potential new contacts within your accounts to create relationships that will grow and be maintained.
- Work with the Live team to develop proposals that meets the client's needs, concerns, and objectives.
- Attend and lead pitches where required
- Response to RFI and RFP
- Attend forums/Edu trips, Seminars/Showcases to help develop existing customers
- Participate in internal and external client debriefs
- Regular calls/meetings/client entertainment/awards/PR

Management and Research

- Attend industry functions and provide feedback and information on market and creative trends.
- Work with marketing to identify opportunities for campaigns and services that will lead to an increase in sales.
- Using knowledge of the market and of competitors, identify and develop the company's unique selling propositions and differentiators.
- Ensure that data is accurately entered and managed within our CRM System
- Forecast sales targets and present regularly at Group Sales Meeting and internal Sales & Marketing Meeting.
- Track and record activity via CRM system on accounts
- Understand Penguin's goals and purpose to continue enhancing the company's performance.
- Overall responsibility for project GP margins
- Help, advise and steer use of CRM within the Business with other BDMs & KAMs
- Develop reports with CRM

Learning & Development

- Proactively seek to develop one's own skills and those around you
- Participate in training where necessary

We have a very strong company culture where people are passionate, enthusiastic and committed so we are looking for someone who shares these core values

In return, we can provide an excellent working environment where you will be supported and be given training where you can grow and progress your career further within the agency.

If you are interested in applying for the above role, please send your CV and a covering email to [**gemma@penguins.co.uk**](mailto:gemma@penguins.co.uk)