

JOB DESCRIPTION

Job Title	Account Manager
Reports to	Senior Account Manager
Location	Warwick, with regular travel to clients (London, Birmingham or Manchester)
Salary	Competitive
Hours of Work	37.5 hrs / week

Company information

Goodform is an innovative sports marketing agency, specialising in using CRM and data strategies to help clients understand, engage and grow their audience. We offer a friendly, supportive and fast-paced environment. Ambitious and proactive, you will join a dynamic team and will have a key responsibility for enabling continual business growth and maintaining Goodform's highly regarded position in the industry.

Job Role

Reporting to the Senior Account Manager as part of a data-led, innovative team, you will be responsible for the creation of marketing campaigns and strategies to promote leading sports teams, leagues and major events.

You will lead and deliver effective and expert client account management, guiding clients on techniques to meet their key objectives; data/fanbase growth,

customer engagement and/or commercial growth. Whilst building strong relationships with clients, you will have a focus on creating strategic campaign & data/fanbase growth plans, based on data insights, and managing the process through to implementation.

Main Duties

1. Account management
 - Liaise and build close relationships with clients to enable understanding of their objectives, with ongoing, regular communication and meetings, and key actions distributed accordingly
 - Ensure continuous progression within each account across data, digital and CRM – introducing new digital and data concepts to aid business objectives
 - Ensure regular reporting commitments are in place, and adhered to, for each client
 - Liaise with third party technical suppliers on behalf of the client, including data processing & development vendors, major ticketing suppliers and digital consultants
 - Keep account plans completed and up to date
 - Supervise and support account executives to ensure client satisfaction and ensure clients operate within contracted services
 - Communicate with clients at a senior level to resolve any issues and inquiries

2. CRM Marketing and Strategy:
 - Produce tactical CRM marketing plans across digital platforms for clients, and work with account executives to ensure implementation. This will include customer acquisition, fan re-engagement and retention strategies.

- Provide ongoing direction on e-mail campaign best practice; determining relevant audiences and associated content and copy
- Provide support to the CRM delivery team on operating the email platform to test and execute campaigns if required

3. Insight and Reporting

- Distribute regular data and insight reports with assistance from the insight team and associated Business Intelligence tools, making strategic recommendations across data, research, fan engagement, and ROI
- Develop regular reports on email campaign outcomes and future recommendations; provide analysis of response rates vs benchmarks/KPIs and against industry standards
- Work closely with Goodform's Research team to support client needs and implement recommendations

4. Database Use/Management

- Oversee (with Goodform development support) new database feed integrations & insight dashboard builds for clients. Develop an in-depth knowledge and familiarity of client's databases, including audience profiling, segmentation, and quantity/quality of data.

5. Business development and internal marketing:

- Identify new business opportunities within existing client base
- Be responsible for logging opportunities with assigned clients within Goodform contact management, and providing regular internal updates
- Support management team on proposals, pitches and identification of potential new clients as required
- Contribute to the content of the company's monthly newsletter with retained clients' activity

Knowledge and Qualification requirements

Requirements

1. Experience in CRM and Marketing, using data to support creative campaigns
2. Proven stakeholder/client management experience
3. Experience with email marketing tools/ESPs and managing data queries
4. Background in end-to-end campaign management & delivery, working across a full marketing mix
5. Capable user of Microsoft Excel
6. The ability to work at a fast pace on multiple projects & maintain organisation
7. Passion and knowledge of sport, both as a fan and awareness of the commercial side of the industry

Preferred, but not essential

1. Previous experience of a marketing-based role in the sport and leisure industry.
2. Experience of using a BI tool
3. Use of digital marketing channels and social advertising

Personal Qualities

1. Proactive, enthusiastic and organisational approach with keen eye for detail
2. Strong communication and inter-personal skills
3. Creative and innovative thinker
4. Be an internal leader
5. Flexible and able to react quickly to situations in a calm and confident manner
6. Hard working and not shy about getting involved in the detail should the need arise
7. The role includes access to sensitive commercial Sports Industry knowledge. The post holder is bound by client confidentiality so must be discrete but at the same time be assertive, authoritative and independent.

Goodform Responsibilities

All employees have the following responsibilities:

Health and Safety

- To take responsibility for your own health, safety and welfare, ensuring compliance with Goodform's Health and Safety Policy, procedures and safe systems of work.

Training and Development

- To undertake all reasonable training, learning and development activity designed to support you in your role.

Diversity and Equality

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment; to comply with Goodform's Equal Opportunities Policy.

Working for Goodform – Further Information

Vision, Mission, Goals

Goodform Vision

To continue to be the best CRM, insight and sports marketing agency in the UK

Goodform Mission

To always deliver an excellent service to our clients, providing engagement, insight, innovation and commercial growth in all we do

Goodform Goals

Goal 1 - To maintain and develop our client base to ensure continual growth in revenue and overall profitability

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Goal 2 - To be recognised as the best agency provider of CRM, insight and marketing services

Goal 3 - To have in place the best suited and value for money systems, software and processes to underpin our future strategy

Goal 4 - To develop our people in an environment that is empowering and rewarding, and recruit skilled people that match our culture and values

Goodform Culture - the way we work

We are Goodform, united by One Vision - *InGoodform*

We are specialists in our field; confident and knowledgeable and always customer focused

We are a family business; welcoming and inclusive

We are proud, professional and passionate about what we do

We do more by being resourceful, flexible and dependable

We have a spirit of fun, enthusiasm and respect for each other

We have open communication and value all opinions

We live to our values - we have no fear, we take things on, we commit, we make a difference, we are stronger together and we are *InGoodform*

Values

No fear - confront issues and be confident, be responsible, be accountable, be courageous

Take things on - right here right now, be decisive, make the most of every opportunity, be proactive

Commit - with enthusiasm, with consistency and excellence, with honesty and integrity, with energy and vibrancy

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Make a difference – lead the way, embrace change, be creative, be innovative, show your skills and expertise

Stronger together – listen, every person counts, respect and support each other, challenge positively, trust each other, share our knowledge

InGoodform – loving the sports industry, being customer focused, maximising the opportunities whilst managing the realities, growing in strength