## **BD Account Manager**

**NAA Partnerships**

**Current Incumbent:** **Department:** Business Development

**Reports to:** Director, Business Development  **Direct Reports:** 0

**Status:** Full-Time, Exempt **Indirect Reports:** 0

**Updated:** November 2020 **Eligible for Telework/CWW**: Yes

## **Summary of Position:**

The Account Manager is assigned a group of top tier partner accounts and manages all aspects of the relationship, working with the partner on execution and fulfillment of benefits using NAA assets. This individual works closely with the Director, Business Development Solutions as well as other NAA departments to ensure seamless execution of customer deliverables. Creating new revenue possibilities by tracking industry trends and listening to customer needs to develop new products is a critical facet of this role as NAA strives to demonstrate innovation for members and partners.

## **Principal Accountabilities:**

The incumbent has a cross-functional mission to find all possible ways of making a customer happy. Responsible for managing account day-to-day activities. Informs other teams within the business development department why users are churning and what issues they’re having with NAA products and services that the organization sells. Fulfills current products, i.e., social media, webinars, Industry Intelligence, and uses customer feedback and market trends to help develop new ones. Organizes customer meetings and makes sure the entire customer experience and process goes smoothly through implementing:

* Account management - onboarding new accounts, understanding their goals and objectives in the rental housing industry, their goals and pain points
* Ongoing general account support – fulfillment of benefits and seeking ways to increase spend
* Account communications - holding regular customer meetings, conference calls to review benefit options, provide training and education and ongoing support. Keeps customers up to date on latest product and service offerings and program feature enhancements to ensure retention.
* Translate value of investment – track spend by partner and ROI, keep them abreast of industry developments and how they can utilize their relationship with NAA to further their position in the industry
* Manage logistics and ongoing needs for NAA’s National Supplier Council
* **Optimize customer journey**
  + Carry out the ideal partner experience
  + Utilize a standardized template for a s[uccess](https://www.gainsight.com/customer-success-best-practices/how-we-use-success-plans-to-achieve-predictable-value-delivery/) plan for partners, but constantly seek to improve it
  + Manage customer lifecycle processes/touch points, including standard and custom sponsorship opportunities , “listening” points (e.g. program satisfaction, usage, etc.)
  + Develop and utilize partner specific and standard presentation materials to support ongoing customer interaction and activities, product fulfillment
  + [Personally manage escalations](https://www.gainsight.com/customer-success-best-practices/our-escalation-process-executive-sponsor-program-at-gainsight/) from customers, and follow a methodical escalation process to Director, Business Development
  + Identify ongoing rapport with customers and seek out opportunities for continuous improvement
* **Drive true value for customers**
  + Find ways to deeply understand NAA customers’ objectives and become a trusted right-hand advisor
  + Drive, and demonstrate the value (ROI) delivered
  + Gather feedback from other departments, to improve the customer experience
  + Implement a customer-centric feedback loop
  + Help foster company-wide culture of Customer Success
  + Align with SalesAccount Management on renewal and up-sell strategy and providing feedback and market intelligence on renewal/upselling opportunities for existing customers and ensure smart hand-off’s
  + Work with Marketing and DIS to manage account specific dashboards to measure customer success

## **Competencies:**

1. Passion for success 6. Technical capacity
2. Communication proficiency 7. Cultural Awareness
3. Organizational skills 8. Relationship Management
4. Critical Evaluation 9. Ethical Practice
5. Creative, always looking for ways to improve

## **Supervisory Responsibilities:**

This position has no supervisory responsibilities.

## **Travel:**

Little to no travel is expected for this position. If any, travel would be local during the business day.

## **Required Education and Experience:**

* Bachelor’s degree in a relevant field
* 3-5 years of experience in association or corporate membership/customer engagement management
* Clear understanding of membership and industry relationship, sales and engagement building.
* Proactive problem solver
* Proven ability/record of customer relationship management and use of CRM system such as Salesforce.com
* Ability to make data-driven decisions
* Strong oral and written communication skills
* Solid organizational skills with ability to balance team and individual responsibilities
* Must be able to travel, to attend events and other off-site functions
* Other duties as assigned

## **Preferred Education and Experience:**

* Experience in membership-driven trade or professional association, or national non-profit organization
* Experience developing and managing customer relationships

## **Physical Demands:**

While performing the duties of the job, the employee is regularly required to sit, use hands to finger, handle or feel objects, tools or controls; reach with hands and arms. The employee may occasionally lift up to 20 pounds.

## **Work Environment:**

Work is regularly performed in a professional office environment and routinely uses standard office equipment.

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **Signatures:**

This job description has been approved by all levels of management:

Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

HR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employees signature below constitutes employee’s understanding of the requirement, essential function and duties of the position.

Employee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_