

## Job scorecard - Account Manager

*To manage client accounts for the agency as part of the agency's growth journey. To be responsible for the health of client relationships at all levels and expand the agency's relationships within existing client organisations.*

### Values

Generosity - Ambition - Curiosity

### Competencies

- **Self-organising** - you take responsibility for your own schedule and workload. You know what's expected of you each week and can confidently discuss competing priorities on your time.
- **Teamwork** - you achieve your goals working with your colleagues and clients - you avoid being the hero and you're never a team of one. You understand the reasons for our baseline standards and you stick to them.
- **Integrity** - you set clear commitments and expectations and you do what it takes to meet those commitments.
- **Resilience and tenacity** - you handle the difficult situations. When faced with a challenge, you step up to solve it and do not wait for others to work it out for you.
- **Sensitivity to others** - you are polite and considerate to client and colleagues and understand that we're all working toward the same goal.
- **Strong opinions, lightly held** - you speak up, but you'll listen to critique with open ears.

### Impact outcomes

- 1. To ensure long-term mutually valuable relationships with existing clients.**
  - a) To work with Deeson project teams to ensure that we are exceeding client expectations as an agency partner and responding to client needs at all times.
  - b) To drive the agency's client satisfaction scores and take proactive measures to address issues identified and to maximise client satisfaction.
  - c) To act as first escalation point for your assigned clients where issues/concerns about project delivery are not being adequately resolved within the project team.
  - d) To work closely with sales and marketing functions to ensure client organisations have a good understanding of the Deeson proposition and its relevance to their organisation and responsibilities.
- 2) To grow the business we do with existing clients through creation, identification and conversion of new commercial opportunities.**

- a) To meet account financial targets through identification and conversion of account sales pipelines.
- b) To actively source upsell opportunities within existing accounts (the “farmer” approach).
- c) To identify client account opportunities by developing a deep understanding of specific client challenges and their business objectives.
- d) To use a strategic consultancy approach and commercial acumen to assess the relevance and value of Deeson services to key client organisations

**3) To act as oversight on support projects and provide account level conversations with the client.**

- a) Holding project team members to account for on-time high quality delivery of work that exceeds client expectations.
- b) Identifying weaknesses in the project team's approach and identifying/addressing the root causes of the issues.
- c) Ensuring effective and timely communication with clients, teams and other appropriate stakeholders.
- d) Having the difficult client conversations if other routes to solving problems have failed.
- e) Escalating client issues to the Account Director for information.

**4. The agency achieves an aggregate client satisfaction score of 80+ across all active projects.**

- a) You work with delivery teams to deliver to agreed deadlines and budgets.
- b) You manage client expectations so we avoid any unexpected client issues.
- c) You build rapport with clients and make efforts to build strong working relationships.
- d) You challenge the client's preconceptions and assumptions so that we are adding value through our work.
- e) You hold yourself accountable to a high quality level.
- f) You run the monthly client satisfaction survey report, recording rating and trends across all accounts.

**5. To manage the provision of support services to Deeson clients**

- a) Maintain a register of all support clients and ensure comprehensive handover from support to ongoing development where required (led by the most appropriate person for that account).
- b) Ensure that an agreed support arrangement is in place with clients at all times.

- c) Ensure that client requests for support are responded to by relevant team members within agreed service level agreements.
- d) Ensure client support tasks are appropriately resourced and actioned in a timescale that is acceptable to the client.