Account Executive

Position Summary

Background

Aptiture Digital is an innovative provider of online customer engagement solutions to Australian financial services companies, ranging from new business acquisition strategies to enterprise software development. For more information visit www.aptituredigital.com.au.

Our passion for technology and dedication to quality and best practice has resulted in long standing relationships with clients nationwide, ranging from medium size intermediaries to some of Australia's largest insurers and financial institutions.

Through steady growth Aptiture Digital's Melbourne office now has an opportunity for an Account Executive with sales and/or account management experience in a digital agency or software solution company and a good working knowledge of solution selling methodology and practice to join us.

Position Description

The Account Executive role is a client-facing role within the Account Management team, focused on assisting our Account Directors in managing client relationships and performing operational and support functions within the Account Management process. The role works the sales process from start to finish - lead generation, qualification, evaluation, closing and account care.

The Account Executive acts as the primary business contact for a portfolio of clients, assisting with the management of the key Digital client relationships. In this capacity the role is responsible for maintaining customer satisfaction by engaging with each client to achieve their objectives, as well as referring new business opportunities back to Account Directors where relevant.

The role operates a highly collaborative environment with smart, open, forward thinking, and passionate co-workers.

Duties & Responsibilities

Sales & Account Management

- Develop a close working relationship with clients and gain an understanding of the fundamentals of each client's business model and operations.
- Attend meetings with clients to record key discussion and actions, then updating the account strategy documents.
- Posting updates to social media channels under the guidance of the Campaign Director.
- Facilitate CMS training for new and existing staff.
- Producing simple microsites and static landing pages under the guidance of Account Directors.
- CRM management, making sure all cases, work orders and invoices are up to date.
- Creating documentation, including MSAs, SOWs, SLAs and proposals.

Reporting

- Ensure that the pipeline of work is accurately and documented and that the Operations Manager has access to all relevant reports.
- Provide forecasts and regular reports on sales, productivity and resource usage to the Sales Manager.

Campaign Support

- Making SEM campaign amendments and generating reports under the guidance of the Campaign Director.
- Running Bluecast campaigns for clients.

Process Documentation

- Documenting sales processes.
- Building email templates.
- Adding content and content production into new web builds.

Client Support

- First level client support, escalating complicated issues to IT Support if required.
- Non-technical support (e.g. Work Orders).
- Content updates to client websites via CMS.
- Assisting with and running Deployments.
- Managing the passive client list, including non-technical support such as website deployment and investigating email issues.

Software & Technologies

- Windows 8, Office 2013, JIRA, Joomla, WordPress, Microsoft Dynamics CRM
- Adobe products, such as Photoshop, illustrator, Acrobat
- HTML
- MYOB

Required Skills & Experience

- Ability to provide outstanding customer service to internal and external clients, by building strong relationships.
- Excellent communication, presentation and interpersonal skills.
- Excellent time management skills.
- Working knowledge of solution selling methodology and practice
- Task-oriented, with a focus on task completion and attention to detail.
- Ability to pick up new concepts quickly, and learn 'on the job'.
- Autonomous and independent worker who works well in an unstructured environment without well-defined tasks

- Excellent documentation and report writing skills.
- Good understanding of social media platforms.
- Basic understanding of the SDLC.
- Knowledge of Insurance products is desirable.
- Intermediate MS Office skills such as styling in Word, producing reports in excel (pivot tables, graphs, charts) and creating email templates in outlook.
- Basic understanding or experience with google products like GA and Adwords.
- Be able to meet service requirements and demonstrate a sense of urgency when responding to client requests.
- Be results driven and self-motivated.
- Demonstrate professionalism in all your transactions.
- Have a positive 'can-do' mindset and a team player attitude.

Location

Aptiture's Melbourne office is shortly re-locating to East Melbourne, within close proximity to the MCG, public transport, restaurants, and bars. New workstations are equipped with 3 x 28" monitors and high-speed fibre internet. Our new staff facilities include a gym, spacious staff room (with a pool table, foosball and commercial-style bar), and secure facilities for cycling commuters.

Applications

Please send expressions of interest including a cover letter and your resume/CV to careers@careers.aptiture.com.

Attention Recruitment Agencies

Candidate referrals from recruitment agencies will not be considered for this role. We ask that you respect this policy and refrain from contacting us.