

Account Manager (m/f/d)

(London)

The B2B Media Group is looking for a talented and enthusiastic **Account Manager (m/f/d) based in London** to create long-term, trusting relationships with our media agencies. The Account Manager's role is to oversee a portfolio of assigned media agencies, develop new business from existing agency accounts and actively seek new sales opportunities.

ABOUT US

Branding, display, leads, content, social media, search and much more – over the years, the B2B Media Group has made a name for itself throughout Europe as **a leading B2B target group marketer**. Our **data-driven approach** serves products well, despite or perhaps because of their diversity: our own database, our own technological solutions (such as the selfcampaign Data Management Platform) and **our own specialist content platforms** make it possible to address highly-specialised B2B target audiences with accuracy.

Whether you need **display ads, qualified leads, or specialist content** highlighted for business decision-makers, the B2B Media Group has an array of solutions for the challenges posed by contemporary B2B communication. In addition to IT specialists and executives, we can also target our reach to decision makers in the Industrial, Financial, HR, Fleet Management and Mobility sectors – and more besides. The B2B Media Group is a preferred partner for companies such as Dell, Skoda, Kaspersky, MAN, IBM, Innogy, Hewlett Packard and SAP.

With offices in London, Paris, Munich, Würzburg and Augsburg, the B2B Media Group is represented across Europe and is one of the fastest growing companies in the B2B market.

Our vision: To be the biggest B2B target group marketer in Europe.

RESPONSIBILITIES

- › Develop, nurture and maintain strong relationships with existing media agencies to maximise both retention and expansion sales.
- › Navigate media agencies to engage with multiple decision makers and influencers, and ensure relationships with key internal buyers are developed and maintained.
- › Develop new business with existing media agencies and/or identify areas of improvement to meet sales quotas.
- › Prepare proposals, negotiate contracts and close agreements to maximise profits.
- › Ensure the timely and successful delivery of our solutions according to agreed needs and objectives – maintaining high levels of customer service.
- › Assist with challenging media agency requests or issue escalations as needed.
- › Collaborate with sales team to identify, develop and grow opportunities within territory / assigned media accounts.
- › Develop and meet accurate monthly and quarterly sales forecasts / reporting for assigned media agency accounts.
- › Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders.
- › Develop and maintain a high level of understanding of B2B MG's products and services.
- › Be an active contributor to a positive, collaborative, and high performing team environment.
- › Regular media agencies visits and meetings.
- › Travel to German offices – 2-3 times per year / Ad Hoc.

REQUIREMENTS

- ▶ BA/BS degree level in Business Administration, Sales, Media or relevant field.
- ▶ Proven experience as an Account Manager, Sales Account Manager, Junior Account Manager or relevant role is an advantage.
- ▶ Proven ability to understand customer needs, create and deliver customised, media agency focused pitches and solutions competently and confidently at various levels in an organisation.
- ▶ Exceptional communication and relationship building skills.
- ▶ Demonstrated ability to consistently meet or exceed revenue goals or targets and working to deadlines.
- ▶ Strong problem-solving capabilities with a 'get it done' attitude. Ability to create "a buy in", both internally and externally.
- ▶ Proven ability to juggle multiple account management projects at a time, while maintaining sharp attention to detail.
- ▶ Demonstrable knowledge and interest in online media and an appropriate level of technical competence and ability.
- ▶ Strong sense of ownership for results.
- ▶ Team player with the ability to work closely and cross functionally.
- ▶ Solid experience with Salesforce CRM software and MS Office (particularly MS Excel)
- ▶ Native level Business English language (written and spoken) skills are a must.
- ▶ German language (written and spoken) skills are an advantage.

WHAT WE OFFER

- ▶ Experienced and flexible International team
- ▶ Professional and friendly atmosphere
- ▶ Strong drive and attitude
- ▶ Successful and ambitious company with flat hierarchies and fast decision paths
- ▶ Opportunity to grow and expand your knowledge within the online media industry
- ▶ Competitive remuneration package

HOW TO APPLY:

Please send a short cover letter outlining why this role is for you, include your salary expectations and available start date with your CV and references to: bearockstar@b2bmg.net – Please state 'Account Manager, London Office Position' in the Subject Line.

 greatthings@b2bmg.net

Do great things,
Kai & Fabian