

## **Senior Account Manager Job Description**

### **Main Focus of Role:**

The Senior Account Manager is responsible for creating alliances with operators, broadening existing relationships and creating new opportunities that hospitality guests will love. Wireless Social are passionate about our product and are keen to work with operators that share our vision for future involvement and growth. The Senior Account Manager is responsible for managing our top tier accounts and leading the supporting team to build and nurture relationships and opportunities.

### **Key Responsibilities:**

Top 5 responsibilities:

- Drive revenue growth through lead generation
- Build, maintain and nurture relationships with operators ensuring that benefits are realised for Wireless Social and operators
- Identify where proof of value can be achieved with operators and deliver against agreed KPI's
- Drive and motivate the supporting team ensuring that all team KPI's are met and are in line with the Wireless Social strategy
- Lead the strategic Tier 1 Account Management planning process in collaboration with the wider business

### **Core Skills:**

- Knowledge of our Wireless Social products/services and the opportunities it offers for operators (developing into exceptional knowledge)
- Create and manage a Tier 1 activation strategy that aligns with goals/KPI's
- Build lasting relationships with stakeholders and has proven skills in stakeholder management
- Leadership experience. Leading from the front you will lead the support team to deliver service and KPI's
- Engaging and proactive
- Excellent written and verbal communication skills
- Tenacious and agile – Wireless Social is a company that is having to adapt to an evolving market post COVID19, we need to be flexible and adaptable to new ways of working
- Results orientated – achieving KPI's are critical to Wireless Social strategy
- Excellent organisation and time management skills
- Ability to work under pressure and be able to change team direction at short notice
- A self-starter with ability to prioritise team and individual workloads

### **Key Relationships:**

- Reporting directly to the Senior Client Director on all matters to do with the role
- Work closely with teams directly responsible for the customer journey (tier 1) to ensure strategic model is maintained
- Build strong working relationships across brands and operators