



<b>Job Title</b>	<b>Account Manager – B2B Marketing Agency</b>
<b>Location</b>	Home based with 2 days per week at co-working office in West Berkshire & travel to client meetings where required – typically South East/London
<b>Hours</b>	37.5 hours / week
<b>Contract type</b>	Full time
<b>Start date</b>	Available August

### Job Description

As an experienced Account Manager, you will be looking to join a business where you can make a big impact, knowing there is lots of development potential and be part of a high performing team delivering outstanding B2B Marketing services. As the first Account Manager in our new Client Services team, you will play a role in shaping and developing the best practices and ways of working within the client services team.

You will be responsible for managing accounts and be accountable for their performance, offering strategic direction and with a passion for truly getting to know your client's business. You'll work exclusively in the B2B space for fast growth Tech businesses including AI, Machine Learning, Cyber Security and Software companies from mid-size scale-ups through to large Enterprise brands.

**We're looking for an individual who spots the gaps and opportunities, who is proactive and pushes boundaries to make great things happen! You'll be rewarded by completely unlimited growth potential and working for a business that puts values, culture and its people first.**

### Summary of the role

You will take ownership of a portfolio of accounts, growing and nurturing the accounts from the initial brief to the output. You'll develop trustworthy relationships with clients to ensure all their needs are met. You'll work collaboratively with the rest of the Seeblue team to develop clear briefs and manage the Seeblue resource pool to ensure projects are delivered on time and to a high quality and on budget. You'll have the ability to ask the right questions to unearth critical insight about your clients business and connect the needs of the B2B buyer with the right marketing approach to achieve the client's commercial goals. You will frame the marketing challenge for clients and simplify complex requirements.

You will structure client development plans for each account you own and work to develop and deliver a growing portfolio of projects with the client.

To be able to inform and advise your client you will also constantly keep an eye out for important trends in and around Technology, ABM, ABX, Content and Digital which could impact your client or their market.

### Personal attributes

- Alignment to our values of integrity, passion, leadership and collaboration



- Drive and commitment
- Commercially astute
- Relationship builder
- Diligent and assertive

#### **Roles and responsibilities**

- Deep understanding of client needs and commercial goals and matching the right marketing approach to achieve goals
- Long-term relationship development and maintenance/improvement of client NPS scores
- Effective management of client accounts, client delivery projects and resources required to support delivery, including reporting and results
- Growth of your accounts and account strategy and planning
- Influencing and presenting - plan and run workshops with clients, customer presentations, involvement in winning new business pitches
- Support the business with the development of best practices around the newly created Client Services Function

#### **Skills & Experience**

- At least 3 years' hands on Client Services experience in an agency role within the B2B Tech sector. Experience in Account Based Marketing an advantage
- Strong demonstrable understanding of integrated B2B marketing techniques and strategies with experience across disciplines (e.g. ABM, digital, content)
- Effective project management skills (delivering on time and to budget) across multiple accounts
- Demonstrable experience in growing accounts & selling ideas into a client
- Commercially astute
- Strong communication, relationship development and presentation skills
- Driven to succeed and deliver outstanding work
- Genuinely passionate about your clients' businesses

#### **Qualification and Educational requirements**

- Educated to degree level
- CIM qualification an advantage

#### **About Seeblue Marketing**

We are an award-winning, Founder led agency, who accelerate growth for our clients. Our Founders [Helen](#) and [Orla](#) have worked extensively in global technology businesses and bring an immense amount of experience and passion to the team. Our clients range from household brands to innovative and rapidly scaling companies, based in Europe, Asia and America.

We play an active role in the UK Tech ecosystem, having founded 'Tech Marketing Leaders' event series in association with Tech Nation, and through our sponsorship of the Women in Tech Forum. We are a committed partner of the Digital Poverty Alliance, supporting their goal to end digital



poverty in the UK. We are also committed to being kind to our precious earth, and work in partnership with our tech partner Carbon Wise, to measure, reduce and offset our footprint.

Culture is everything to us. There is a family feel to our business and we are 100% values driven (Integrity, Leadership, Collaboration and Passion) and are looking for driven team players with a growth mindset who approach challenges and new opportunities head on and want to be part of building something amazing, together!

P.s. When we say we are a culture-focused business, we really mean it. [Check out](#) what our Marketing Exec Claire has to say about working for us!

P.p.s Whilst we have a sharp eye on productivity, we thought you might like to know we manage to outcomes and not to timesheets (thank goodness for that)!

**Some of the fantastic clients we work with:**



**Benefits:**

- Flexi working - home based contract with x2 per week with the team in our beautiful office
- 26 days holiday (never work your birthday!) plus bank holidays
- Company Pension
- Early Friday finish @ 4pm
- Monthly personal development events – internal lunch and learn plus externally run events via our Sponsorship partner
- Opportunities to guide our ESG strategy & work with key partners like the DPA
- Team fundraising events for our nominated charity partners
- Team socials and Christmas party
- Quarterly wellbeing surprise and delight
- Annual bonus subject to achievement of company and personal performance goals