

JOB TITLE	Digital Client Services Manager
LOCATION	West Wickham, BR4 0PU
WORKING HOURS	9am to 5.30pm 37.5 hour week – Flexible work options negotiable for the right candidate
SALARY	Competitive
START DATE	January 2024

Deadline for Applications – Friday 17th November 2023
Email cv and covering letter to lucy@makemelocal.com – Lucy Harrington, HR Manager

THE ROLE

We are looking for an experienced Client Services Manager to create long term, trusting relationships with our clients. This role is about overseeing a portfolio of key clients, understanding their business, and nurturing those on-going relationships, grasping the clients' requirements, and finding commercially viable solutions to match them. You will be a business consultant / advisor to your clients.

The right candidate for this role will need to have the ability to think on their feet and be reactive to scenarios discussed in client meetings. You will need to have gravitas and be able to engage in a business conversation, working with owner managed businesses, and the ability to adapt your approach to your audience.

You will need to be responsive, proactive, and reactive to client needs. Then through intelligent questioning understand their business goals and be able to translate that into a plan to enhance their online visibility and drive traffic/generate leads through their website via the appropriate solution, such as SEO, paid ads & social media. This role will not include offline marketing. If the client is not an SEO client, they will not sit within your remit.

As Client Services Manager you will also be responsible for developing and managing a team of four direct reports and ensuring that we achieve 100% client retention through exemplary service delivery. The role will be approximately 50% people management and development and 50% account management.

RESPONSIBILITIES

- Operating as the lead point of contact for all matters specific to the Key Accounts.
- Building and maintaining strong relationships with the management team and the service delivery units including SEO, social media, PPC, content managers
- Ensuring the SEO team are delivering what's needed to support the service being provided to our clients.
- Managing and attending regular and planned review meetings with your key clients to maintain and build strong ongoing relationships.
- Proactively seeking opportunities to improve on the service we provide to our clients and reaching out to them with relevant and quantifiable recommendations.
- Co-ordinating client amend requests with our development team, owning the amend through to resolution, to include quality checking, and ensuring high standards are maintained at all times.
- Maintain focus on client retention, exceeding client expectations, ensuring the client has a continued positive experience.
- Understanding client contact preferences and ensuring your team always adhere to them.
- Managing internal resource and liaising with relevant departments internally to ensure resource is available to cover services we provide, such as content production.
- Identifying and prioritising own tasks, to include diary management and scheduling client meetings.
- Delegating appropriate tasks in an efficient manner
- 100% compliance with project management software and CRM systems.
- Managing client allocation to your team to ensure workloads are evenly distributed and that there is a personality fit for our clients.
- Frequently contacting clients to ensure they are happy with the service being delivered by Make me Local and the relevant account manager.

PEOPLE MANAGEMENT

- Manage a team of four direct reports, providing guidance, support and mentorship to foster their growth and success.
- Lead by example in all aspects of your role, setting a high standard for performance and behaviour that inspires your team.
- Identify and assess the professional development needs of your team members and create tailored training and development plans to help them reach their full potential.
- Collaborate with each team member to set clear and achievable objectives that align with the company's goals and values, as well as individuals career aspirations.
- Conduct performance appraisals to evaluate your teams progress, providing constructive feedback and recognising outstanding contributions.

PERSON SPECIFICATION

- A minimum of 5 years proven account management experience, in a digital role
- Demonstrable in-depth experience in digital marketing/web industry
- Ability to comprehend and effectively understand the unique advertising requirements of SME's.
- Must have a clear knowledge and comprehension of SEO best practices and the ability to discuss/respond to questions on the different approaches to this.
- Demonstrable experience in managing and developing a team.
- Outstanding interpersonal verbal, and written communication skills, including an ability to communicate technical information in layman's terms.
- Be able to communicate and influence with gravitas.
- Strong attention to detail, excellent organisation, and presentation skills
- An analytical mind set and approach.
- Highly motivated, with a proven track record of working to deadlines.
- Understand the commercial requirements of 100% CRM compliance.
- Full clean driving license and access to your own car (mileage paid)

COMPANY BENEFITS

- Basic salary 'competitive'
- Flexible working options open to discussion subject to finding the right candidate.
- Holiday Entitlement starting at 23 days plus bank holidays, increases with length of service to 28 days.
- Pension Scheme
- Frequent team social events
- Friendly office dog

COMPANY VALUES

A professional service, tailored to your needs - Our expertise helps businesses to grow their online presence. We never forget that each customer requires a unique approach and so we create tailored solutions – always with the aim of exceeding expectations.

Results-driven success - We know what it takes to drive business success – and we know how to achieve this through online marketing. We help clients find new customers and talk to them in a compelling way. And we have the results to prove it.

Simple, authentic, effective- We approach everything we do with integrity, always putting our customers' needs first. We cut the jargon and ensure that the entire process is seamless and stress-free... and that the results are effective.

Strength through teamwork - We understand the importance of building solid relationships and believe we get the best results when we're working together. We work in partnership and aim to delight through service.

Always accountable - We always deliver – and we **always** deliver the right solution at the right time. The customer is always at the heart of everything we do.