



Strategic Account Manager (SAM) Job Req

We are seeking a passionate and highly motivated individual to join our martech software company as a Strategic Account Manager. As part of the Customer Experience (CX) team, you'll fill a critical role in our customer experience strategy working with our clients - all associations and non-profit organizations - to ensure client retention.

You'll have an opportunity to work directly with our customer C-suite and Executives, as well as our day-to-day counterparts to support association marketers who are passionate about their mission and caused-based organizations. Your assigned client accounts will benefit from your ability to predict and navigate marketing challenges, and offer solutions that drive the adoption of martech solutions. Familiarity with digital automation software and digital marketing best practices will help you contribute to overall team and company growth.

The Strategic Account Manager role requires that you monitor the health of customer relationships, and have solid business acumen skills in order to understand and apply key marketing, financial and operational drivers so that you can adjust account management approaches accordingly. You'll have direct influence on accounts to drive client satisfaction, retention and cross-sell / up-sell opportunities. If you're an extrovert, who enjoys coaching and teaching people to get the most out of their platform solutions, this role is a great fit for you!

Specific responsibilities include:

- Strengthening client relationships by deeply embedding yourself in their accounts to drive high engagement and utilization.
- Serving as the client advocate to drive strong renewal rates and reduce account churn by championing their needs and maximizing their value.
- Developing a deep understanding of our martech solutions and using them strategically to help customers meet their own growth and engagement goals.
- Bringing value to clients by sharing industry best practices and content programming.
- Presenting educational sessions at events and webinars for thought leadership.
- Supporting the generation of corporate marketing and programming content by surfacing client case studies, testimonials and solution-driven narratives.

Hard skills that would jive with us:

- Experience educating and consulting
- Experience with digital marketing
- Experience with content generation and presenting
- Experience in client / account management



Soft skills that would jive with us:

- Entrepreneurialism
- Excellent interpersonal and communication skills
- Solid presentation skills
- Nimble thinking and acting
- Relationship focused and empathetic

Requirements

Our ideal candidate has a bachelor's degree in marketing, marketing technology, education, journalism, or a relevant field. At least 3 years of digital marketing experience. Experience with associations and/or nonprofits preferred but not required.

Compensation

Base Salary + Bonus for Client Retention + Commission on Solution Upsells

About HighRoad

We're a passionate group of individuals who love to train, innovate, and motivate associations and nonprofits through technology. Why? Because we recognize the importance of their work and the impact they have on businesses, lives, and global issues.

To boot, we're a diverse, innovative, and entrepreneurial team of data unicorns who knows what it takes to help organizations reach their goals. From data integration to data activation, we: create the language between marketing, sales, and tech; impart the know-how on today's evolving marketing practices; and provide the data centralization needed to help organizations grow.

Every member at HighRoad is heard, valued, balanced in life and work, and fulfilled in their role. Our health benefits are uncontested, and our overall compensation and benefits package is competitive.