

Account Manager

Department: Sales Team

Reports To: Sales Manager



At Range Marketing, our primary focus is on helping companies get found. We achieve this by utilizing the highest standards in website design, website development, and search engine optimization, and building a strong team to back it all up. Our team members work hard, are awesome at everything they do, encourage growth, are good neighbors to each other and our clients, and have fun in everything they do.

To that end, we're currently looking for an Account Manager to join our team! The Account Manager is responsible for building and maintaining positive working relationships with our clients. Additional responsibilities include gathering and interpreting Search Engine Optimization (SEO) data for use in discussions with clients during Quarterly Business Reviews (QBR), fielding and overcoming customer inquiries, serving as the first point of escalation for clients expressing concerns, as well as other related duties as assigned.

Essential Responsibilities/Duties:

Communication

- Owns post-sale customer journey by effectively communicating with clients to ensure customer satisfaction
- Effectively communicate with fulfillment team to ensure client needs are met
- Connect with clients through their preferred method of communication when necessary and at regular intervals
- Proactively reach out to clients to ensure their needs are being met

Quarterly Business Reviews (QBRs)

- Gather necessary data/information surrounding campaign results to present to client
- Conduct calls with clients to present campaign performance
- Gauge client level of satisfaction
- Document pertinent notes from calls and distribute them to fulfillment staff
- Ensure customer needs are met and expectations are aligned

Other Responsibilities/Duties

- Rightsizing products and services (upselling & downgrading when appropriate)
- Selling add-on products when appropriate
- Informing direct manager of improvements to processes that need to be implemented

Qualifications, Skills, and Abilities Required:

- A minimum of one year of experience in Search Engine Optimization (SEO)
- Strong verbal and written communication skills
- A proven passion for retaining clients and delivering a superior customer experience

- Basic computer literacy, including Google Suite and Microsoft Suite
- Highly detail-oriented, accurate, and efficient
- Positive and dynamic team player

Physical Requirements:

The Account Manager works in an office environment and frequently sits at a desk, uses finger and hand dexterity, visual acuity, and verbal and written communication in the course of work.

General Information

Range Marketing is a small company, so our team members have plenty of opportunities to make an impact in all areas of the business. Our ideal candidate is willing, able, and excited to extend their skills and knowledge within our growing organization. Our HQ is located in Buffalo, NY and applicants based in the Western New York area are preferred.