

About PAASE

PAASE Digital is an email marketing agency based in the UK and work with brands in a consultative approach to drive enhanced value and sales from their email activity. Recently, our clients have included several supplement brands, well known drinks brands, shoe manufacturers and design brands across fashion and homewares.

Our expertise lies in CRM strategy and planning, marketing automation and fully managed services.

Our Culture

We are passionate about data-driven marketing automation. We support our clients and each other in a friendly, collaborative way, whilst encouraging new ideas and solutions. We are not afraid to challenge, and we are never complacent – always asking “How could we do it better?”

We recognise success and provide our energetic team with the flexibility and autonomy they need to thrive and grow in fast paced agency environment.

About the role

As an Account Manager you will report to the Head of Commercial to manage client relationships, performance and retention, as well as identifying and driving sales opportunities to grow the revenue from your accounts.

Key Responsibilities

- Focus on retaining, extending and upselling contracts to clients to drive additional revenue for the Company – managing the contracted hours effectively and identifying sales opportunities
- Serve as the primary point of contact for your clients, having regular meetings to plan & strategise
- Liaise with the Client Services team to ensure timely and successful delivery of client objectives & projects
- Communicate progress both internally and externally with stakeholders (and manage expectations)
- Collaborate with our System Integrations team on new developments and integrations, ensuring that project deadlines are met
- Provide detailed project and campaign briefs to the Client Services team to ensure that all client work is carried out efficiently and profitably
- Analyse and understand detailed weekly, monthly and quarterly reports, spot trends and discrepancies, developing insight and building a CRM strategy for all your clients based upon the data
- Develop and maintain an understanding of current business policies and legal compliance, and be able to share this knowledge confidently with clients
- Develop and maintain a good understanding of all partners that PAASE work with, being able to recommend and sell these into clients

Who are we looking for? Someone who is...

- Driven - ambitious to achieve goals and grow
- Adaptable - in adopting new tools, systems and processes quickly
- Disciplined - able to prioritise and organise tasks
- Confident - in all communication, written and verbal
- Proactive - able to take initiative and be happy to work independently when needed
- Analytical - data driven, understanding the numbers and can identify key trends
- Team player - working collectively to learn and support success

What's on offer?!

- Flexible working environment
- Competitive salary and benefits
- Opportunities for growth & development

Requirements

- Bachelor's degree or equivalent experience
- Experience with CRM/Email essential - ideally with a good working knowledge of Klaviyo, Mapp or Bloomreach would be great
- Experience in customer success/account management in an agency environment
- Strong written and verbal communication skills
- Detail oriented and analytical
- Ability to drive revenue through upselling & retention to clients