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HARTE-HANKS, INC. - NOTICE OF OPPORTUNITY

Date Posted: **January 25th**

Date Posting Closes: **February 28th**

Position Title: ACCOUNT MANAGER

Location: HARTE-HANKS ROMANIA

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Job Description/ Responsibilities/Profile:

An Account Manager is the primary business owner of a particular account portfolio, or book of business. Each account will bring different challenges and require various proven skills to successfully implement, manage and grow each program. The Account Manager is expected to operationally demonstrate expertise and strategic leadership in the various Harte-Hanks services specific to the business unit, AND have proven experience in integrating strategic solutions and service offerings (including cross-unit services):

- Inbound Telemarketing – Call Center management, service level performance expectations, reporting (see definition), staffing, agent and database system solutions
- Outbound Telemarketing – Call Center management, goal establishment and achievement, reporting (see definition) telesales staffing/hiring/training/motivating, strategic solutions to achieving outbound goal (i.e. creative data, system and people solutions that will achieve program goals.)
- Reporting – Data management and accuracy, timeliness, and analytical data interpretation.
- Systems Development – System design consultancy, understanding of basic marketing and response management database solutions, implementation and coordination of system requirements utilizing the Software Methodology process, including adherence to the PCN and UTA processes.
- IVR/Emarketing – Understand benefits and features of each add-on service so as to readily recognize an opportunity and upsell our services to include these offerings. Demonstrate general understanding of program coordination and vendor knowledge so as to implement services successfully.
- Fulfillment/Direct Mail/Literature and Inventory Management – Fulfillment and Inventory experience, understanding concepts of distribution and logistical coordination of data and literature fulfillment.
- Integrated Marketing Solutions – Incorporate direct marketing concepts with Harte-Hanks service offerings to successfully help clients with the development of targeted marketing programs.

8 Primary Areas of Responsibility:

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|--------------------------|-----------------------------|
| 1. Financial Achievement | 5. Planning and Project Mgt |
| ▪ Budget Attainment | 6. Business Analytics |
| ▪ Quota Attainment | 7. Marketing Expertise |
| ▪ Margin Attainment | 8. Other/Misc |
| 2. Client Satisfaction | |
| 3. People Management | |
| 4. Quality Initiative | |

All eight of these achievements are interrelated; therefore failure in one area often impacts success in other areas.

1. FINANCIAL ACHIEVEMENTS

The Account Manager is directly responsible for business/portfolio growth, as well as all related financial responsibilities: budget and quota attainment, margin management and attainment for all service line offerings (SLO), invoice payment assurance (bad debt collections), and invoice generation, contract management including authorization for all work

utilizing MSA, SOW, Work Approval Policy and/or PO engagements as appropriate to the customer – It is the AM's responsibility to ensure that ALL work (initial setup, or added development and service deliverables) has signed authorization prior to implementation/development.

The Account Manager must also demonstrate successful experience in program pricing and service level (SLA) negotiations, which equally balance the clients' objectives while meeting HH capabilities and financial goals.

2. CLIENT SATISFACTION

The Account Manager is tasked with developing long-term profitable client relationships. Responsibilities include strategic communications with clients, i.e. strategic and operational Business Review initiatives, client meetings hosted locally and/or traveling to client sites and/or Harte-Hanks functions as necessary.

The Account Manager serves as an escalation point for client complaints and should coordinate/problem solve with internal departments to achieve satisfactory resolution.

The Account Manager must communicate professionally with clients and demonstrate exemplary client visit and hosting skills.

3. PEOPLE MANAGEMENT

The Account Manager provides direction and leadership to direct reports and assigned staff and is specifically responsible for their direction and guidance on a daily basis, coaching and progressive remediation, career development and mentoring. The Account Manager must document all progressive coaching and/or development as appropriate to each of their employees via the HR progressive coaching process – at minimum, the manager must conduct quarterly employee reviews as well as the annual employee review to measure and discuss performance status. Management style should create a positive, professional and productive work environment that is fairly and consistently delivered to all team members while fostering positive employee production and commitment to Harte-Hanks' goals and objectives.

4. QUALITY

The Account Manager must support the company's commitment to quality and lead and direct by example. This includes compliance with HH's COQP standards and focus on continued quality improvement within their book of business.

5. PLANNING AND PROJECT MANAGEMENT

The Account Manager will be responsible to successfully drive all details to satisfactory completion related to the implementation of any new program and/or project as committed by our organization to our customers.

6. BUSINESS ANALYTICS

Account Managers must demonstrate general business management skills (e.g. produce analytical business reports, presentations and proposals) and deliver business analysis as requested by Sr. Management for unit/department evaluation in a timely and professional manner.

7. MARKETING EXPERTISE

Account Managers must demonstrate an understanding of direct marketing concepts, specifically customer relationship management concepts, as they apply to Harte-Hanks' service offerings. They must offer strategic value-add towards their client's business as it relates to their partnership with Harte-Hanks. Additionally, knowledge of our market place (esp. as compared to our competitors) is a must to be successful.

8. OTHER/MISC.

Account Managers are required to be expected to contribute towards best practices across account teams, as well as the department and unit to ensure enhancement/betterment of our workplace (including, but not limited to, organization processes, quality improvement/assurance and morale improvement events.)

Application only in case of serious interest!

⇒ Send a motivation letter and detailed CV to your HR department.