



POSITION DESCRIPTION
General Information

Position Title: Official: Account Manager Internal: Office: Operations Classification: Full-Time	Date <u>Created/Revised</u>: 11/11/2019
Work Location: Remote	Title of Supervisor/s: Vice President of Operations

Position Outcome

<p>Most Important Service or Result Expected from this Position:</p> <ul style="list-style-type: none"> • Oversee assigned projects with project manager to generate effective student recruitment campaigns and strategies • Serve as liaison between FUEL, sales team, client-partners, other staff and vendors • Monitor production schedules for campaign development progress • Provide support for training, reporting, and interpretation of campaign metrics to client-partners • Review project materials and strategic direction of campaigns • Review and analyze campaign reports and provides feedback to clients on opportunities and trends • Keep FUEL project manager accountable to campaign promises • Provide insight and industry trending to client • Represent FUEL in a professional manner in all work-related activities • Accurately reflect and portray the mission of FUEL
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<p>Position Summary:</p> <p>The Account Manager is responsible for the oversight and responsiveness of assigned client campaigns. Must work with customers and FUEL staff to create solutions and ensure smooth campaign development and execution.</p>
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Required Skills, Traits and Abilities

Minimum Entry Requirements:

The candidate for this position should have a minimum of five to seven years' experience in enrollment management or account management, preferably at a small, private liberal arts college. Strong oral, listening and written communication skills, the ability to engage with cabinet-level college constituents, project team members mandatory. Advanced knowledge of computer programs and software a must. Must be self-sufficient in decision-making skills. Ability to work under pressure and handle many tasks at once essential. Must be outgoing, have good critical thinking and problem-solving skills. Master's degree preferred, Bachelor's degree required.

Essential Functions

Job Tasks:

1. Manage campaign development team to build and drive campaigns. Team members will include: data programmer, sales representative, project manager, graphic designer, copywriter, printer, and digital vendor.
2. Hold the client and campaign development team accountable while maintaining a positive upbeat work environment
3. Define deliverables and set benchmarks
4. Prepare schedule for campaign development and document in BC calendar
5. Work directly with the client-partner and sales to determine client needs within parameters outlined in the campaign contract
6. Upon handoff from Sales, must work to build rapport and trust as the client-partner's primary contact during the campaign build and execution
7. Answer client-partner questions and follow-up with calls
8. Have a thorough understanding of the products offered and how they can solve customer issues
9. Edit and oversee copy as required for campaign elements
10. Once all creative is approved, and campaign is launched, monitor schedule and ensure all marketing and report elements are delivered on schedule
11. Schedule training sessions with the client as outlined in the contract to educate staff on best practice interpretation and use of insight provided by the reports and tools FUEL offers
12. Participate in onboarding call and report training calls
13. Monitor reports and keep the client engaged with regular communication and interpretation to maximize campaign success and further the relationship
14. Upon campaign completion, work with FUEL data team to gather data needed then build the end of campaign summary report for the client-partner
13. Serve as an enrollment management expert and advisor alongside President
14. Attend weekly staff meetings and all staff retreats
15. Attend conferences to exhibit or present, as requested
16. Train (as needed) and encourage project manager throughout the campaign lifecycle
17. Other duties as assigned

Work Distribution

% of Total Working Time	Work Tasks and Responsibilities
60%	Campaign oversight, implementation, response and retention
10%	Staff meetings
10%	Produce reports, research leads, etc.
10%	Prepare presentations and proposals
5%	Attend retreats and conferences
5%	Administrative tasks—expense reports, etc.
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100%	

Physical Requirements:

Individual must be able to stand or sit, in alternating fashion, for extended periods of time. Must be able to lift up to 30 pounds. Must be able to wear a headset for phone work.

The statements made here are not an exhaustive list of duties, responsibilities and skills required for this position. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of FUEL. Ability to travel as needed to visit client partners.