

mobileStorm Role Scorecard

Position: Jr. Account Manager

**Hiring Manager: Darren Withers – VP of Operations & Business Development –
mobileStorm**



AUG 2015



Role Scorecard

Functional Role: **Jr. Account Manager**

Date scorecard updated: **August 13, 2015**

This role reports to: **Darren Withers, VP of Operations & Business Development**

Mission of Company:

mobileStorm's goal is to create the most intelligent communication platform on the planet. We provide a cloud-based mobile communication platform that helps organizations reach consumers in multiple ways. By combining technology and expertise we enhance our customer's communication relevancy. Relevant communication is the fuel that helps drive an organization's goals whether it's in driving revenue or reducing costs.

Purpose of the role:

We're looking for a Jr. Account Manager to provide immediate assistance to our Client Services Team. We need a smart, roll-up your sleeves and "anything to get the job done" thinker who is looking to make an immediate impact and grow within our company. Working directly with our Senior Account Managers and Directors, you will provide all levels of client support and account stewardship for small business and enterprise customers.

Role Accountability and Performance Requirements: (review every quarter)

Key Duties:

- ❖ Execute day-to-day tasks on behalf of clients and account managers
- ❖ Assist clients in composing, scheduling and reporting on campaigns
- ❖ Generate ad hoc reports for account managers and clients
- ❖ Assist account managers in creation of Excel spreadsheets, Word documents and Power Point presentations
- ❖ Participate in team meetings and ideation sessions
- ❖ Practice and live the core values
- ❖ Leveraging social media to create relationships with clients
- ❖ Assist in day-to-day customer support, providing callers with Legendary help, service, and experience
- ❖ Promote mobileStorm culture within the company and the marketplace
- ❖ Generate messaging by implementing email and mobile campaigns for tier-level clients
- ❖ Cover chat support, database uploads and support tickets as assigned and/or as needed (some weekend support is necessary)
- ❖ Manage "Boutique Tier" (Small Business) customers
- ❖ Aid Client Services team with managing events at key conferences/trade shows

(travel may be required)

- ❖ Negotiate renewals and upgrades with existing small business clients

Company Core Values:

Make Decisions – We believe decisions should be made by those closest to the issue or those most affected by it. Top down management is old school; make decisions on your own, but ask the advice of others before executing it.

Practice Transparency – Share all kinds of information, often. A transparent organization is a trustworthy one.

Be Legendary – Happiness, honesty, company support, empathy, and solutions are the core principles of what we like to call “Legendary Customer Service.” Give your customers an experience that will become a thing of legend.

Have a Healthy Work/Life Balance– We believe that fun cannot be had without work, and work cannot be done without fun. Make sure you always balance the two, or you won’t be able to live up to the other core values.

Thirst for Knowledge– Smart people can add value in any situation. The more you educate yourself, the more valuable you will be to everyone around you.



Key Performance Indicators:

* There may be some additional KPIs created and agreed to before offer is made

KPI #1			KPI #2	
Achieve Monthly Upgrade (Monthly Recurring Revenue) Quota	Ranges		Maintain Under 6% Quota Churn	Ranges
Going great	≥ 90%		Going great	≤ 5%
Slipping	≥ 70%		Slipping	≥ 5%
Failing	< 70%		Failing	≥ 6%
KPI #3			KPI #4	
Pay-As-You-Go (Monthly Variable Revenue) Goal	Ranges		Demonstrating & supporting core values	Ranges
Going great	≥ 90%		Going great	5
Slipping	≥ 70%		Slipping	≥ 4
Failing	< 70%		Failing	≤ 3

Recruiting Requirements:

Behavioral Competencies:
(not in order)

1	Intelligence	2	Team Player
3	Energy	4	Time Management
5	Resourcefulness/Initiative	6	Adaptability
7	Independence	8	Customer Focused
9	Integrity	10	Presentation Skills

Qualifications:

- One (1) year+ of experience in marketing, sales and/or project management within the marketing or technology services arena preferred (SaaS experience is a plus)
- College degree required
- Prior Experience with email, mobile, and social media marketing preferred
- Experience with Casino, Nightlife, Hospitality, Retail/e-Commerce and Agency preferred
- Experience with Hubspot CRM, Facebook, Excel, Word, PowerPoint & Outlook preferred
- Some understanding of digital marketing strategies and how it can drive ROI for clients

Skills / Abilities / Talents:

- Must have strong sense of urgency and experience working with internal and external member teams



- Ability to think creatively and excellent problem solving skills
- Can take charge and thrive in uncharted territory or ambiguous circumstances
- Strong analytical skill set to decipher client needs and recommend solutions
- You must be a quick learner, a strong listener, confident, productive without close supervision have a good sense of humor and are passionately dedicated to producing results for customers
- Confident and knowledgeable communicator

Previous Experience:

The center of the bulls-eye candidate is an up and coming Account Management rockstar with passion for working with client and selling SaaS solutions to small-to medium-sized and enterprise level businesses. The ideal candidate will have a strong background in account management, project management, email, mobile, and social marketing solutions.