

Job Title: Account Co-ordinator – Pacific			Region Asia Pacific
Dept. Account Management – Asia Pacific			Written By Matthew Burke
Date Created January 2018	Review Date	Reviewed By	
Position in Organization <ul style="list-style-type: none"> • Reports To: Regional Manager, Pacific • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job <p>Ensuring that STR maintains its position as the market leader in global hotel benchmarking, you will be part of the wider account management team which is the backbone of our company’s operations. This role offers a variety of daily tasks, which help us to give our clients an effective and efficient service whilst protecting our data integrity and quality.</p> <p>With focus on client services relations, you will be responsible for managing, building and retaining relationships with clients mainly in Australia but also elsewhere in Asia Pacific. As you will also be in regular contact with clients (both external and internal) strong written and oral communication and interpersonal skills are required. As our reports are produced to a specific timetable, you will need to be highly organised in your approach to work, with an ability to prioritise tasks and follow through. You will be able to manage a variety of tasks to a high standard, often within tight deadlines.</p> <p>Being highly organised and having attention to detail is essential in supporting the regional team to facilitate varied engagement activities with existing and prospective accommodation and industry clients. To be successful you will need to be confident in dealing with numbers and have a strong eye for detail, an understanding of hotel performance statistics is essential.</p> <p>STR is a global company that prides itself with a family attitude where each individual can and will have a vital impact on our progress and growth. Each team member needs to manage their own time effectively with a great deal of autonomy but still be able to connect, engage and draw advantages of the wider team.</p>			

Key Responsibilities and Accountabilities

1.1 Manage, retain and develop client relationships
<ul style="list-style-type: none"> • In conjunction with the Regional Manager, support strategic account plans for each key client account to maximise both data participation and revenue • Support a number of key client relationships within large domestic and international hotel companies. Proactively implement the strategic account management plans • Work seamlessly with Business Development in order to maximise opportunity throughout the region • Grow revenue and data streams through up selling and promotion of additional products during client conversations via email, phone or in person • Research and provide accurate and timely solutions through data to client questions and queries • Support client administration queries via Salesforce Helpdesk such as login access, reporting distribution changes, competitor set changes • Expand data participation and data submission for additional data points such as P&L and segmentation • Research, Discuss and Execute with Clients more seamless and less manual ways of receiving their data e.g. via automation and connectivity instead of via manual solutions • Weekly and monthly proactively contact clients to chase missing data to ensure high participation • Proactively train clients on the phone, webinar and in person on how to understand and interpret STR’s extensive suite of products • Participate in project work as required e.g. Strategic roll out of new products, testing reporting and applications,

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

Job Description

obtaining client feedback for new products etc.

- Provide cover for colleagues key accounts when other team members are travelling/out of the office
- Monitor and understand competitor activity in region, ensuring the Regional Manager is kept fully aware of all competitor activity

1.2 Proactively manage customer account data

- Proactively ensure the client relationship management system (Salesforce) and all other systems contain accurate information updated on a daily basis.

1.3 Marketing & Events

- Work with marketing to prepare content and manage campaign activity in the pacific (content briefs, email, event registration etc.)
- Attend client meetings/events, third party & industry conferences when required

1.4 Develop and utilise internal and external relationships to deliver profitable business

- Build a strong network amongst accommodation operators and related industry stakeholders within Pacific.
- Once built, constantly manage and develop this professional network to generate business for the company.
- Work effectively across internal teams, ensuring information is shared effectively and in a timely manner.
- Follow and analyse industry trends, and strategic movements by competitors to assess potential market threats and identify potential product enhancements
- Provide feedback to the leadership on advancements that could be made, and play a proactive role in assisting with the roll out of future product advancements, ensuring that Industry feedback is considered

1.5 Use of STR systems

- Follow all STR SOP's including the use of all systems.
- Ensure all customer contacts and sales are recorded in Salesforce, as performance will be measured using this system.

1.6 Personal/Professional Commitment and Development

- Keep up to date with market developments in the industry
- Participate in internal STR project work as required, eg. product roll outs, and obtaining client feedback
- Attend training and actively seek to continually enhance understanding of STR products and value proposition
- Attend marketing events, team meetings, kick off meetings and functions as required
- Adhere to all STR processes and policies and maintain customer confidentiality
- Ensure STR brand and corporate values are evident to the customer at all times
- Understand and adhere to the STR vision and our values

Core Competencies

Competency	Knowledge
Industry Knowledge	Solid Knowledge and understanding of the global hospitality industry with focus to Pacific. Continuously stay apprised of changing trends and activities and industry movements.
Client Focused	Ability to react quickly and efficiently to customer issues and provide workable solutions and have a genuine desire to exceed client expectations. Must have relationship building skills.
Empowering People	Effective and diplomatic communicator, both in person and by email/phone. Have an ability to interact effectively with people at all levels in an organisation including senior hotel executives and their staff. Excellent relationship building skills. Be an effective listener and have an ability to receive, share and process information.

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Delivers Results	Focused on client retention, revenue and data participation growth. Takes ownership of planning and organizing work to achieve territory and contribute to overall company goals. Sets priorities and schedule activities accordingly.
Embraces Change	Respond to change with a positive attitude and have a willingness to learn new ways to accomplish work activities and objectives.

Job Qualifications

Competency	Expectation
Problem Solving	Capable of identifying solutions to clients through data.
Organisational	Excellent organisational skills, with the ability to prioritise tasks and follow through. An ability to manage a variety of tasks to a high standard and meet tight deadlines.
Team	Acts as an integral part of the team, keeping other members informed about what is happening, as well as assisting colleagues as required.
Professionalism	Demonstrate credibility and appropriate verbal and non-verbal behaviour with clients and colleagues and adapt personal style where necessary
Numeracy	Confident in dealing with numbers, able to easily identify and resolve errors with an analytical mind.
Service Oriented	Must possess a genuine desire to serve clients and meet/exceed expectations.
Education	Must be fluent in English written and oral.

Job Context

Context	Description
Travel	An expectation to travel within the region very occasionally which may involve overnight stays.
Office Location	The position will be based in the Adelaide office
Language skills	Fluent in English, written and oral.
Work permits	The role requires the candidate to reside in Adelaide and have the necessary work permits in place to live and work in Australia.