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| <b>Job Title: Account Manager – China</b>   |                    |                    | <b>Region</b><br>Greater China     |
| <b>Dept.</b><br>Account Management – Asia Pacific   |                    |                    | <b>Written By</b><br>Christine Liu |
| <b>Date Created</b><br>Jan 2018   | <b>Review Date</b> | <b>Reviewed By</b> |                                    |
| <b>Position in Organization</b> <ul style="list-style-type: none"> <li>• <b>Reports To:</b> Country Manager, China</li> <li>• <b>Directly Supervises:</b> Country Manager, China</li> <li>• <b>Indirectly Supervises:</b> Director, Account Management</li> </ul>   |                    |                    |                                    |
| <b>Main Purpose of Job</b> <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 China, South Korea and Mongolia but occasionally 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 in English and Chinese. 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>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

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| <b>1.1 Manage, retain and develop key client relationships</b>  |
| <ul style="list-style-type: none"> <li>• In conjunction with the Account Manager, support strategic account plans for each key client account to maximise both data participation and revenue</li> <li>• Support a number of key client relationships within large domestic and international hotel companies. Proactively implement the strategic account management plans</li> <li>• Work seamlessly with Business Development in order to maximise opportunity throughout the region</li> <li>• Grow revenue and data streams through up selling and promotion of additional products during client conversations via email, phone or in person</li> <li>• Research and provide accurate and timely solutions through data to client questions and queries</li> <li>• Support client administration queries such as login access, reporting distribution changes, competitor set changes</li> <li>• Expand data participation and data submission for additional data points such as P&amp;L and segmentation</li> <li>• 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</li> <li>• Weekly and monthly proactively contact clients to chase missing data to ensure high participation</li> <li>• Proactively train clients on the phone, webinar and in person on how to understand and interpret STR’s extensive suite of products</li> <li>• Participate in project work as required e.g. Strategic roll out of new products, testing reporting and applications, obtaining client feedback for new products etc</li> <li>• Provide cover for colleagues key accounts when other team members are travelling/out of the office</li> </ul> |

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

- 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 Represent STR professionally at meetings, events and public speaking engagements

- Reactively and Pro-actively attend Client Meetings/Events, Third Party & Industry Conferences when required
- Together with the Business Development Manager and Account Manager, prepare market data trend presentations at Key Client Events and Industry Events.

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

- Build a strong network amongst hoteliers and hotel related 3<sup>rd</sup> parties within China.
- 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 analyze 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 Plan and deliver agreed marketing and development activities in line with regional strategies

- Support local marketing activities to agreed budgets and timescales, and integrate personal efforts with other organized marketing activities, e.g., product launches, promotions, advertising, and exhibitions

### 1.7 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  |
|---------------------------|--|
| <b>Industry Knowledge</b> | Solid Knowledge and understanding of the global hospitality industry with focus to China. Continuously stay apprised of changing trends and activities and industry movements.   |
| <b>Client Focused</b>     | Ability to react quickly and efficiently to customer issues and provide workable solutions and have a genuine desire to exceed client expectations.  |
| <b>Empowering People</b>  | 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.<br><br>Be an effective listener and have an ability to receive, share and process information. |

## Job Description

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|-------------------------|--|
| <b>Delivers Results</b> | <p>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.</p> <p>Must have excellent relationship building skills. Ability to sell to and negotiate.</p> |
| <b>Embraces Change</b>  | <p>Respond to change with a positive attitude and have a willingness to learn new ways to accomplish work activities and objectives.</p>   |

## Job Qualifications

| Competency              | Expectation  |
|-------------------------|--|
| <b>Problem Solving</b>  | Capable of identifying solutions to clients through data.  |
| <b>Organisational</b>   | 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. |
| <b>Team-Work</b>        | Acts as an integral part of the team, keeping other members informed about what is happening, as well as assisting colleagues as required.                                     |
| <b>Professionalism</b>  | Demonstrate credibility and appropriate verbal and non-verbal behaviour with clients and colleagues and adapt personal style where necessary                                   |
| <b>Numeracy</b>         | Confident in dealing with numbers, able to easily identify and resolve errors with an analytical mind.   |
| <b>Service Oriented</b> | Must possess a genuine desire to serve clients and meet/exceed expectations.   |
| <b>Education</b>        | Must be fluent in English and Chinese written and oral, Korean language will be a plus   |

## Job Context

| Context                | Description  |
|------------------------|--|
| <b>Travel</b>          | An expectation to travel within the region occasionally which may involve overnight stays.   |
| <b>Language skills</b> | Fluent in English and Chinese, written and oral. Korean language will be an advantage.   |
| <b>Public Speaking</b> | Presentations may form part of the role and the job holder must have strong presentation skills and experience of presenting to large audiences. Along with a proven track record of face to face meetings |
| <b>Work permits</b>    | The role requires the candidate to reside in the Beijing or Shanghai and Chinese citizen is preferred.   |