

Job Title: Account Manager - Central and South America			Region: Central & South America STR Colombia
Dept. Account Management			Written By P Boo
Date Created 28 April 2017	Review Date	Reviewed By	
Position in Organisation <ul style="list-style-type: none"> • Reports To: Area Director • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job <p>Work closely with the Business Development Manager to proactively manage, build and retain relationships with clients across countries in Central and South America through regular email, phone call, webinar and face to face communication across a broad range of executives in our key clients businesses.</p> <p>Build and manage proactive strategic account management plans for key accounts and upselling in the applicable markets. Support key client questions and queries through a solid understanding of STR's reports, data coverage and methodologies along with a strong knowledge of the hospitality industry generally.</p> <p>Represent STR at Client Meetings, Third Party and Industry Conferences including delivering market data trend presentations at client events.</p>			

Key Responsibilities and Accountabilities

1.1 Manage, retain and develop key client relationships
<ul style="list-style-type: none"> • In conjunction with the Regional Director, develop strategic account plans for each client account to maximise both data participation and revenue. • Manage 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. • Research and provide accurate and timely solutions through data to client questions and queries. • 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. • 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, 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 Director is kept fully aware of all competitor activity.
1.2 Proactively manage customer account data
<ul style="list-style-type: none"> • Negotiate Annual Key Account contracts including discussion with the client, annual renewal contract paperwork and assistance with billing related queries. • Proactively ensure the client relationship management system (Salesforce) and all other systems contain accurate

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

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information updated on a daily basis.

- Recognise the need for any additional reporting requirements or process improvements, which may assist you with your role or streamline a process and be willing to make suggestions where appropriate.
- Constantly seek to improve and build client relationships

1.3 Represent STR Global professionally at meetings, events and public speaking engagements

- Reactively and Pro-actively attend Client Meetings/Events, Third Party & Industry Conferences.
- Together with the Business Development Manager, prepare and deliver 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 3rd parties within applicable countries, including Government and tourism organizations.
- Once built, constantly manage and develop this professional network to generate business for the company.
- Work effectively across STR's internal teams across the company, ensuring information is shared effectively and in a timely manner

1.5 Use of STR systems

- Follows 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 Commit to being an active member of the team and to on-going personnel and professional development

- Keep up to date with market and other developments within the function and the industry
- Attend training as required 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 Mission, Vision and Values

Core Competencies

Competency	Knowledge
Industry Knowledge	Solid Knowledge and understanding of the global hospitality industry. Continuously stay apprised of changing trends and activities and industry movements.
Technical Expertise	Maintain a strong understanding of the product solutions available and report methodologies. Be proficient with internal databases, systems and tools that can be utilised to problem solve and service the clients.
Customer Focus	Ability to react quickly and efficiently to customer issues and provide workable solutions and have a genuine desire to exceed client expectations. Experience in drafting and executing proactive strategic account management plans.

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People Skills	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.
Adaptability	Respond to change with a positive attitude and have a willingness to learn new ways to accomplish work activities and objectives.
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.

Specific Job Competencies

Competency	Expectation
Problem Solving	Capable of identifying solutions to clients through data.
Organizational	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 behavior 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.

Job Context

Context	Description
Travel	An expectation to travel within the region which may involve overnight stays.
Language skills	Fluent in English and Spanish, written and oral. Portuguese would be consider an advantage.
Public Speaking	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
Work permits	The role requires the candidate to reside in Bogota area in Colombia and either be a Colombian citizen or have the necessary work permits in place to live and work in Colombia.