

BUSINESS MANAGER – Publisher Solutions

Acceleration provides unrivalled digital marketing consulting, outsourcing and technology services to clients around the world. We have more than a decade of experience creating client focussed solutions that optimise Software as a Service marketing technologies, automate complex processes, harmonise technology and maximise our clients' return on digital investments.

With key offices in London and New York, Acceleration employs expert teams throughout North America, South America, Europe, the Middle East and Africa, and maintains strategic partnerships with industry leaders including Omniture, Google'sDoubleClick, Exact Target, Aprimo and Epsilon.

We aren't your typical company. We do things that haven't been done before, and our employees are some of the best in the world when it comes to maximizing client return on digital marketing investments.

Acceleration's continued drive to become the pre-eminent Software as a Service (SaaS) marketing technology provider, has created the need for a number of new internally focused groups reporting into an Operations Director

Our business is focussed on core audience segments - Marketers, Publishers and Agencies - and we are looking to add another top performer to our stable. We require a Business Manager in New York to work in the dedicated Publisher team and participate in the successful, and fast growing Publisher business segment. We currently service some top tier Publisher clients providing a mix of consulting and technology services, and are looking to build revenue from this segment. We anticipate huge growth in this sector, driven predominantly through our Channel partners.

This is an opportunity for a self-starter with a keen business mind and a healthy dose of entrepreneurial spirit to join our team. Taking control of North American customer revenue, this individual will build strong relationships and develop new opportunities within the Publisher segment. It's an incredible opportunity for the right individual.

More than anything, we are looking for someone with the right attitude.

Key objectives

- ▣ Responsible for revenue growth through client retention and up-sell opportunities (organic growth)
- ▣ Support functionality for the Business Director Publisher Solutions
- ▣ Develop strong and direct working relationships with the Publisher client base

Reporting and Management Structures

- ▣ You will report to the Business Director, Publisher Solutions



- ▣ You will work in a team-based and collaborative structure alongside other Business Managers, Consultants and Business Development executives

Responsibilities

- ▣ Support Business Director and Business Development team with sales efforts
- ▣ Support the functionality of the Business Directors (20% of time)
 - Analyze client industries
 - Report on products
 - Gather assets from services and support hub (Two Centres of Excellence, one based in Cape Town and the other in Buenos Aires)
- ▣ Ensure efficient day to day operational requirements of the portfolio of Tier 1 and 2 clients for growth and profitability (40% of time)
 - Increase revenue per client and length of clients' commitment
 - Build relationships within the management and executives at client companies
 - Identify new budgets and understand client budget cycle - account penetration
 - Establish and grow annuity/on-going services
 - Develop annual plans with the client as the foundation for internal revenue forecasts
 - Lead the quarterly client reviews
- ▣ Provide operational oversight of managed services and project manage solutions delivery to be on-time and in-budget
- ▣ Facilitate client meetings with Acceleration technical/consulting specialists
- ▣ Brief solutions and services delivery team on market and client specific conditions which may affect priorities and results
- ▣ Achieve 100% retention of profitable clients (20% of time)
 - Ensure client needs are met- internally advocate for the client
 - Monitor satisfaction of the client at multiple levels
 - Strive for continual improvement and prevention of problems/client escalations
- ▣ Support Acceleration's positioning as a services / solutions company
 - Develop Client Case Studies and secure Testimonials
 - Track and communicate the trends, news and success stories in the segment and US within our vertical industries relevant to our clients' categories

This is achieved by;

- ▣ Understand and communicate client's business internally:
 - What business are they in, who are their customers and what is revenue model
 - Corporate goals
 - Organizational structure
 - Product and service knowledge on what they use



- ▣ Understand and communicate client stakeholder needs:
 - What KPI's they are being managed against
 - How they define success in working with Acceleration
 - How our client is being judged (the promotion factor)
- ▣ Ensure systems are in place to monitor Quality of deliverables from teams
 - Directionally- to meet client's needs
 - Add value to deliverables through strategic insights
- ▣ Able to uncover new opportunities
 - Global/branch out to additional teams within client organization
 - Introduce new Acceleration offerings
- ▣ Able to work with SVP's and Consultants and Hub resources to manage growth
 - Solid project management skills are required

Requirements

- ▣ A strong formal education – (Business Science or similar)
- ▣ A minimum of five years experience in digital marketing, ideally with an agency or consultancy
- ▣ Experience in a respected Publisher environment (online experience a big advantage, but not necessarily a pre-requisite for the right individual)
- ▣ Knowledge of email, web analytics, search, rich media, in particular of online advertising and ad exchanges a bonus
- ▣ Experience with ad sales and inventory management will be beneficial

Competencies

- ▣ Self starter with a positive disposition and a pro-active nature
- ▣ A strong problem solver, with a “can do” attitude
- ▣ A strategic thinker who can plan, project manage and prioritise
- ▣ Commercially astute with a nose for a revenue opportunity
- ▣ A willingness to be highly operational when required
- ▣ A willingness and hunger to learn

KPI's

- ▣ Q2Q and Y2Y revenue growth targets above GDP
- ▣ No. of case studies and testimonials secured

Please email us if you are interested in becoming 'Business Manager - Publisher Solutions'