

Account Executive – Permanent

Background:

Due to continued growth, we are seeking an Account Executive to work in our sales & marketing team. The purpose of the role is to provide exemplary account management to help us to retain and grow our existing client base, as well as identify opportunities to drive additional revenue for TWC.

The job tasks broadly include day-to-day account management, such as onboarding new clients, responding to queries and following up on support tickets, training contacts on our platform, proactively checking in with key contacts; as well as responding to enquiries from new leads and following up on marketing activities and supporting on demos, to drive new business.

This role offers heaps of potential for the right candidate, we are a small but ambitious business, and our agility means that new opportunities regularly present themselves. What we are looking for is a self-starting individual who is keen to learn and curious; full training and support will be given but the opportunities for client contact are huge (in contrast to many 'corporate' jobs). Being part of a small business/team also means that you will quickly be able to make an impact and for your contribution to be seen.

Who are TWC?

TWC is a high growth business-to-business data consultancy that delivers technology and insight solutions to the UK wholesale channel, which encompasses cash and carry's, delivered wholesale, foodservice operators, convenience retail and hospitality as well as contract catering operators. Wholesale is a £35bn turnover industry supplying hundreds of thousands of convenience stores and foodservice outlets.

The wholesale channel is becoming increasingly data led, and this fits perfectly with our company vision for "wholesale, foodservice and convenience retail to be truly data led". Our mission is "Harnessing data, empowering wholesale, foodservice & convenience" – we are not just about delivering data (although we do just that), but also supporting our clients to use data and insight to drive growth.

We work with over 70 wholesalers across the UK as well as FMCG suppliers who sell their product through the channel. Our clients include household names such as Red Bull, Nestle, Suntory, Coca-Cola and Kelloggs.

Our business is divided into 3 divisions: TWC Tech, TWC Research and TWC Consultancy.

- Our tech solutions encompass sales reporting platforms for suppliers and wholesalers to track category and product sales performance;
- Our research is focussed qualitative research, covering trade and consumer sentiment to identify emerging trends impacting wholesale, foodservice and convenience retail sales performance;
- Our consultancy delivers insight and route to market strategy solutions to supplier organisations wanting to increase sales through wholesale, foodservice or retail convenience

What you will be doing

We have a 5 year business strategy (“Destination 2030”) which seeks to step change our growth ambition. Over the last few years we have gained significant traction and we have a number of big-name brands already subscribing on annual contracts to our products. The focus is now on exponential growth secured by both winning new business and expanding the reach of TWC products across our existing clients.

Your responsibilities will include:

Account management of existing clients

- Become an expert at using our data platform with a view to being able to both demo it to prospective clients and train new users (in time)
- Support the Product Director with the maintenance of user guides and other resources which help our clients to be self sufficient on the platform
- Respond to client enquiries in a timely fashion and following up on any actions, including liaising with other departments at TWC (such as development, cleansing/data quality and the client support team)
- Maintain records on HubSpot, TWC’s CRM solution, about our client contacts to support our contact strategy and minimise duplication across the team
- Identify a suitable point of contact for each client for day-to-day enquiries and check in with this person regularly, as well as following up on any specific requests – raising and managing support tickets as needed
- Support the onboarding of new users – setting them up on our platform, adding them to Hubspot, requesting product/barcode information etc
- Through contact with clients, proactively identify opportunities for cross-sell/up-sell
- Support the renewal of existing client contracts through delivering excellent client service

Identifying and nurturing prospects

- Respond to in-bound queries outlining who we are and what we do and if needed, directing the enquiry to the appropriate team member
- Maintain records on HubSpot, TWC’s CRM solution, about prospects to support communication activity & lead generation
- Follow up on mass marketing activity with targeted/tailored responses based on those who are most engaged (opens/clicks) and with a call-to-action of getting a meeting
- Sit in on platform demo’s with a view to preparing and leading demo’s for smaller prospects on your own over time
- Support the Product Director in maintaining a new business pipeline and updating this in Hubspot

We are looking for someone who has good written and verbal communication skills, as well as being numerate. The postholder will be:

- Excellent communication skills, both verbal and written
- A digital native - comfortable and competent with IT systems. Experience of, or willingness to learn data reporting and CRM (customer relationship management) tools will be key
- Confident with / an advanced user of Excel and PowerPoint
- Self-motivated and able to get things done, but also happy working as part of a team (collaborating with internal colleagues as well as client contacts)
- Has strong interpersonal skills and able to build genuine professional relationships
- Knowledgeable on the grocery/wholesale/foodservice sectors would be advantageous
- Someone who shares our values of transparency, loyalty, ambition and customer-centricity