



Career Opportunity Description

Job Title:	Marketing Account Manager
Reporting To:	Chief Executive Officer
Effective Date:	09.21.2021

Job Purpose

The primary purpose of this role is to be the primary owner responsible for managing accounts and driving business development endeavors.

Ideal Candidate Profile

The ideal candidate for this role is someone who has a strong understanding of the behavioral health sector and understands the various funding streams used. This person has experience managing a large number of accounts using a CRM as well as experience managing enterprise level accounts. The ideal candidate is a motivated, self-started person who is focused on results. This person should love doing the work to achieve results as much as leading. The candidate needs to be credible and capable with contemporary marketing strategies, technology and metrics.

Job Duties

- Perform market research
- Design strategy to capture back lapsed customers
- Design and execute a strategy to tap the full potential of customers
- Maintain relationships with customers
- Assist with business development activities, including identifying cross & upselling opportunity within key channels and customer portfolios
- Maintain an accurate and updated business sales plan with all relevant figures and activities per segment
- Assist with planning advertising campaigns to target new customers
- Work with marketing vendors to create marketing and sales materials as needed
- Monitor behavioral health funding streams in key geographic segments
- Meet revenue goals for given accounts
- Tracking Key Performance Indicators

Qualifications

- Bachelor's Degree in Sales, Behavioral or Mental Health, Marketing, Business, or relevant equivalent experience
- Strong project management skills
- Strong problem-solving ability, including metrics-driven thinking
- Ability to travel as necessary, minimal travel expected
- Knowledge and skills
 - Solid understanding of enterprise level account management
 - Knowledge and skill with technology platforms including Office 365, SharePoint, Zoho One and/or similar application suites
 - Outstanding organizational skills and conscientiousness
 - Humble, transparent, effective communicator

- Positive attitude and sense of humor
- Ability to work well with customers and co-workers in a team environment
- Self-motivated and able to excel independently
- Ability to effectively manage time and prioritize multiple responsibilities

Experience

- 3 to 5 years of proven experience using a CRM
- 3 to 5 years of experience managing enterprise level clients
- 3 to 5 years of sales experience
- Committed to continued learning and skill enhancement

Location/Travel

- This position is remote
- Occasional travel possible (<20%)

Compensation

Base salary commensurate with market rate and experience. Performance bonus based on company and individual annual performance. Benefit allowance/programs per company policy.

Culture

PracticeWise is a mission-driven organization that strives to be a company and team known for delivering on our promises, the relentless and passionate pursuit of our mission, being a great partner, “walking our talk”, investing in the growth of our team, and embracing diversity in every dimension. We want to be the employer of choice in our community for those who are passionate about children’s mental health due to the focus on our mission, a positive team culture supported by strong servant leadership, and driving innovation, growth and results to help as many kids as possible who are dealing with mental illness to have the best life possible.

To learn more about who we are and what we do, check our [website](#) and social media channels.



Equal Opportunity Employer
U.S. Citizenship Required