



## **B2B ACCOUNT MANAGER**

BH&P (Becky Holland & Partners) is a small but perfectly formed marketing agency. Established in 2014 to serve high growth businesses and hard-working non-profits, we are strategists and brand makers who innovate for our clients, to change behaviour.

Because we are small, we are flexible and responsive, and we're pioneering new ways to make marketing more effective, improving marketing ROI for our clients every day.

We work with charities and technology companies, consumer and ecommerce businesses, professional service firms and finance businesses – and we are equally passionate about all of them.

We recently reinvented ourselves as Venture Marketers – and are on a mission to bring on board 12 new Venture Marketing clients in 2021.

The principles of venture marketing are simple – we forfeit part of our revenue in return for a share of the increase in revenue that clients achieve through working with us. To make this work, we take on the working capital and risk burden from the client – but in return, we will take a much greater reward.

We are not interested in vanity metrics, but in the client's bottom line.

We have had a staggeringly successful start to 2021, and are groaning under the weight of amazing clients. So, if you are a talented, creative, hard-working account manager, project manager or senior account manager, ready for a lot of hard work, and thinking that the right kind of hard work can be fun, then we would like to talk to you.

### **ABOUT THE ROLE**

Your role will require you to work on two key agency accounts. Both are B2B clients in the technology space, and both require someone with solid skills working in this space.

You will be super keen to develop your skills and develop your experience by running digital and integrated campaigns and experiments across many touch points.

Our approach to clients is professional, nimble, articulate and entrepreneurial. We are collaborative and open-minded.

We need someone who can work this way and is prepared to find new solutions to challenging problems. Above all, we want a bright, enthusiastic person, with at least two years' agency experience working on B2B technology accounts, keen to learn and to develop their marketing, commercial and client management skills.

## KEY REQUIREMENTS

- You need to be able to demonstrate a passion for technology marketing, and an aptitude for picking up new concepts, fast
- Strong commercial acumen
- Showcasing your previous work will be a vital part of your application
- Demonstrate a good understanding of digital channels, and how to use these to support every stage in the buyer journey
- Show an authentic passion for communications
- Excellent communication skills both written and verbal
- Outstanding attention to detail
- Organised, with great time management skills.
- Good working knowledge of CRM / automation platforms, especially HubSpot and / or ZoHo – or demonstrate aptitude to learn how to use new applications and tools quickly and accurately
- Knowledge of ABM would be an advantage but is not essential

## SPECIFIC RESPONSIBILITIES

Work closely with the whole team, reporting into the MD or Business Director, ensuring clients' expectations are managed, and that work is executed nimbly and professionally:

- You will work across two main B2B accounts
- On a day-to-day basis, much of your work will involve creating impactful content, and managing email campaigns, digital advertising and website updates for your clients, as well as monitoring and reporting on campaign performance
- BH&P is a HubSpot partner agency, so part of your role will involve becoming an expert in inbound marketing, and we offer access to the full suite of HubSpot learning tools and certifications
- Managing projects and campaigns, and building strong client relationships
- Budgeting for work, keeping to deadlines and budgets, and keeping accurate records
- Managing and optimising digital advertising campaigns
- Supporting and enabling sales teams
- Briefing content, SEO, creative and design work

- Proof reading and checking all work
- Creating email and nurture campaigns in HubSpot / ZoHo
- Managing databases and contact lists
- Post new articles / blog posts / case studies / newsletters as required
- Monthly content calendar, dashboards and experiments

Is this you? Are you bored of working from home? Fed up with waiting for a promotion or pay rise? Need a new challenge? We are growing fast, so if you are smart, ambitious, creative, and hungry, career progression could be very fast.

Contact [becky@bhandp.com](mailto:becky@bhandp.com) or call 07841 662479