



## **JOB DESCRIPTION**

**POSITION : CLIENT SERVICES MANAGER, AUDIENCE MEASUREMENT**

**REPORTING TO : MEDIA INSIGHTS MANAGER**

**DATE : 2018**

### **Overall description of the role:**

The Client Services Manager is a client facing role within a team of Key Account Managers and Client Services Executives who manage client relationships, oversee the initiation and delivery of client projects and have specified sales targets. He/she also manages the front end of client relationships in order to make significant contributions to the overall Group targets. The key solutions revolve around advertising monitoring, editorial monitoring, audience measurement and a combination of the three.

The Client Services Manager reports to the Media Insights Manager and works closely with Client Service Executives as well as the operations team, quality control and editorial departments in order to consistently deliver our solutions to our existing and new clients.

The demands of the role may vary depending on the current business challenges, and therefore may be adjusted with specific initiatives in mind.

### **The following skills are required to effectively carry out the role:**

- Customer relationship management
- Sales & marketing management
- New business development
- Presentations preparation and delivery at board level
- Project management
- Financial management
- In-depth knowledge of media research and monitoring solutions
- Management of advertising and editorial analysis solutions
- Leadership, team building and people development



## **CLIENT SERVICES MANAGER ACTIVITIES**

### **Customer relationship management:**

- Hold regular meetings with clients to manage the relationships and run regular activities such as delivering presentations, taking their briefs, providing advice and taking time to fully understand their needs.
- Applying project management skills to ensure that the work is delivered to the clients as per the contracts and fulfilling the submitted briefs.
- Ensure that every client contract is executed to the letter and reviewed regularly.
- Handling any client complaints and queries as they arise.
- Manage the day to day interaction with clients, keeping track of requests and our responses, leveling their expectations and escalating issues that require consultation and decision making by senior managers in the Group.
- Ensure high client satisfaction levels through continuous formal and informal evaluation, through the annual Customer Satisfaction Survey and also from immediate ad hoc feedback.
- Ensure that detailed records of meeting and presentations are maintained for every client session.
- Leverage all the Ipsos solutions to ensure optimum utilization of our resources, by developing a culture of cross selling across the groups divisions and geographies.
- Manage key accounts of the division and group in general.

### **New Business Development:**

- Meeting your revenue targets by ensuring that your existing and new clients' business will meet the set annual sales objectives.
- Negotiate contracts with new and existing clients to ensure that they are mutually beneficial; value for our clients fees, and profitable for the business.
- Ensure the client contracts are renewed annually, with up-selling year on year to reflect increasing value-add that we infuse into our solutions.
- Pursuit of new business by making successful sales pitches to ensure that the department meets its new business targets.
- Enlist the support of senior members of staff in the group to assist in closing sales, where necessary.
- Ensure that we do not lose any customer accounts.
- Initiate relevant mass media publicity to enhance the awareness of the solutions among the target customers.
- Ensure that our pricing is competitive and relevant to the market, and is able to generate profit as per the short and long term targets of the division.



### **Management of media research and monitoring analysis solutions:**

- Leadership of specific areas of analysis, to sell the product, and to drive innovation so that the solution increasingly adds value to our clients' business.
- Ensure that our teams have a clear understanding of how our solutions are applied in our clients' business, and inspire them to continuously seek enhancements.
- Drive the revenue growth of your assigned media monitoring analysis tools; and ensure that there is sufficient uptake by clients.
- Assisting the managers of the operations, quality control, and editorial departments to keep track of their performance in meeting clients' needs and make the necessary adjustments when required.
- To be actively involved in creative processes in both qualitative and quantitative media research projects.
- Champion new project development for media research and ensure that the products are relevant, competitive, profitable and add value to the clients.

### **Strategic development and implementation:**

- Work with the divisional leadership team in the development of strategic plans, derived from the overall group business plan, vision and mission.
- Take up specific leadership duties within the strategic framework and provide sufficient motivation to the teams to carry out the tasks required to achieve the goals.
- Contribute to the implementation of the client services strategic imperatives and provide regular monitoring and evaluation of this.

### **Team building and staff development:**

- Provide motivational leadership for the teams that you supervise by identifying goals, communicating requirements, enlisting their participation and providing the necessary support to help them achieve personal and organizational goals.
- Understanding the group values and the ability to project the same to the team, through your actions and words.
- Identify future leaders and provide the necessary guidance to prepare them for additional responsibility within the company.
- Supervise and oversee the activities of your client services team, and other task forces that may be assembled from time to time for specific activities.
- Clearly define the set procedures and company policies to the team and ensure that they work and act within the parameters.
- Resolving conflict within your team when it arises.



**Financial Management:**

- Track the financial performance of your team and report to the management team on a regular basis, discussing action required to meet the set targets.
- To manage the collection of debts following delivery of services to clients and ensure that collections are made within the stipulated credit period.
- Implement the invoicing and debt collection procedures to ensure that only credit worthy clients are granted credit facilities and that they are fully aware of their obligations therein.

**Key Performance indicators (KPI):**

- Achieving revenue targets.
- Client engagement to the highest levels of their management.
- Delivering insightful presentations to our clients.
- Collecting the debts within the specified period.
- Developing and strengthening team members.
- Establishing major initiatives that drive revenue and profitability

**Next position up: Media Insights Manager**

SIGNED BY JOB HOLDER: \_\_\_\_\_

SIGNED BY SUPERVISOR: \_\_\_\_\_