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# Example of Account Advisor Job Description

Our growing company is looking for an account advisor. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for account advisor

* Assist clients with general onboarding, email marketing best practices and application training
* Responsible for having a deep understanding of clients’ business models, their overall goals and their needs as they relate to email marketing and social media
* Act as a consultant with clients to ensure a well-thought out and high functioning email marketing program that delivers a solid ROI to the client and iContact
* Ensure clients’ messages are optimized to achieve the highest open and click rates possible, and maintain low spam complaint rates
* Assist clients in interpreting the results of their campaigns and make appropriate adjustments
* Proactively engage clients around new feature releases and opportunities to adopt current features while providing feature support and identifying opportunities for upsell
* Conduct account reviews to demonstrate client growth and opportunities for feature utilization for each client that is $500+ at least once per year
* Accountable for resolving client issues, proposing solutions and escalating to the appropriate person to the point of resolution
* Utilize Churnzero and Jaspersoft to proactively identify and engage clients, deliver value, and reduce churn
* Engage clients and build relationship through use of video calls

## Qualifications for account advisor

* Sold On-Demand, SaaS (Software as a Service) solution or subscription based product to a diverse customer base
* A communications, public relations or journalism background preferred
* Experience selling in the PR vertical is preferred
* Able to identify growth opportunities and act on them
* Owns issues to resolution and properly communicates updates to the teams
* Work collaboratively with other departments to ensure 100% client satisfaction