



Example of Client Development Job Description

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Our growing company is hiring for a client development. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for client development

- Create and deliver communication to existing qualified (but dormant) leads to obtain a first meeting
- Continuously seek opportunities to upsell and cross-sell (i.e., additional brands, teams, data and analytics)
- Develop and implement strategies to upsell existing clients on products, programs, or services that drive ticket sales and revenue for your segment
- Monitor service levels provided by support teams to ensure service level agreements are being met
- Grow revenue through custom sales, approvals for sales to new ALR candidates identifying new business opportunities within their given budget structure
- Partner with the Chief Executive Officer to provide overall direction for new client development strategy, including the examination and institutionalization of our existing full service client development approach assessing, designing and building the approach to grow the outsourced services business
- Relationship management with the partner to ensure timely delivery of reporting and receipt of inputs manage expectations on campaign execution and project management
- Lead a large portfolio of accounts and are expected to provide oversight of Account Directors and account teams to ensure the appropriate growth strategies are being employed by account teams

- Play a key role in getting clients to engage in CJ's most strategic product rollouts or consider product offerings from other Conversant businesses

Qualifications for client development

- Education and Experience - Bachelor's degree plus 8+ years of experience in POS and Consumer Panel Data
- Dedication to meeting / exceeding client expectations
- Experience in developing and leading a team
- Diverse technical client management experience (client side, ad solutions, direct marketing, agency experience)
- Self-motivated – Able to identify opportunities and provide clear, compelling, and actionable strategies
- Ability to assess client objectives and formulate communications strategy directly to those client objectives within digital advertising