



# Example of Strategic Accounts Manager Job Description

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Our innovative and growing company is looking to fill the role of strategic accounts manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for strategic accounts manager

- Create and update detailed project plans that outline specific tasks that need to be accomplished to ensure successfully deployed initiatives
- Follow established project methodology when creating project plans and implementing solutions
- Provide leadership and support by working with project sponsors and workgroups to analyze information, document critical processes, and identify improvement opportunities
- Identify areas of risk, escalate as appropriate, developing risk mitigation strategies and implement mitigation actions for the risks identified
- Other duties as related to the Project Manager position
- Prospect and directly engage with end user customers to identify short term and long term opportunities
- Provide weekly sales reports detailing specific end user sales opportunities
- Sales Trends
- Promotional activity
- Uncover and communicate project pipeline of strategic accounts to local sales teams and regional management

## Qualifications for strategic accounts manager

- Competent at C-Level Engagement
- Minimum of 7+ years of progressive experience in developing and

- Proven track record of creating and executing effective demand-based campaigns using automation to help drive revenue
- Proven track record of targeting utilizing a structured, scientific market segmentation approach that incorporates demographic and behavioral data
- Tracks and manages marketing expense budget
- 5+ years working in the communications industry preferred