



Job Specification - Client Services Executive

About Emailcenter

Emailcenter are an award winning email marketing service provider working with over 400 brands in the UK.

We have developed our own technology platform called Maxemail for creating, managing, delivering and reporting on email marketing campaigns. In addition we offer a full range of professional services and fully manage a number of our clients email programmes.

Clients include Saga, Hoseasons, toptable.com, National Savings & Investments, talkSPORT and James Villa Holidays.

Emailcenter are based at Pury Hill Business Park, just North of Towcester in South Northamptonshire. It is just 20 minutes drive from Northampton and Milton Keynes (10 Minutes from either J15 or J15a or M1).

We are experiencing strong growth year on year, despite the economic downturn and have a team of 16 currently.

Benefits:

- Working hours 9am till 5.30pm with one hour for lunch
- 20 days holiday plus bank holidays, rising by one day per annum for each full year of service
- Casual dress policy
- Quarterly company bonus scheme based upon company achieving revenue targets

About the Client Services team

The Client Services team are the customer facing side of Emailcenter. Our work involves supporting & training customers on our self-service email marketing platform Maxemail, providing a managed service for clients who don't have the skills or time to produce their own email campaigns and building custom projects for clients with specific needs not met by the out of the box software, or those that need to integrate with a separate application.

Other roles include:

- Providing pre/post sales support for the sales team
- Work with Marketing to provide technical input into marketing collateral, blogs, whitepapers etc
- Help specify new features and feedback bugs to core development team
- Provide training to users covering use of the platform



Job Description

- Provide a managed service to clients wishing to use our services for sending out HTML emails
- Work with clients to implement advanced integration & automation projects
- Provide In-Depth Reporting & Analysis for clients utilising multiple data sets
- Ensure client projects run smoothly, on-time and client is satisfied
- Contribute to all aspects of the client services team working with and supporting colleagues where required

Specific Responsibilities

- The Client Services Executive (CSE) will be responsible for implementing our managed services customers who request our expertise and resource to build their email marketing campaigns. This will involve creating and editing HTML emails, managing data files and setting up the campaigns within our Maxemail email marketing platform. A major part of the role is liaising with customers making sure you understand their requirements, keep them informed of progress and taking them through the approval process.
- To implement advanced email marketing campaigns that require us to perhaps integrate with the customers CRM database, or perhaps automate the building of email content from a list of product offers supplied by the customer. This requires skills around designing relational database structures, scripting and SQL knowledge, and an understanding of modern web services and API technologies (JSON, XML etc).
- The Client Services team is relatively small so all team members are expected to work together to help others in the team do whatever is required to ensure client deadlines met and services levels are at their highest. For example if all Technical support staff are busy with clients or away from their desk then other team members will be expected to pick up the phone and help the client at the other end.

Typical days work

A typical day might involve:

- Set-up a few email campaigns on behalf of clients, liaising with them over edits required and pre-send testing to make sure the email is ready to go.
- Design database structure and specify required data feeds to client to meet the goal of automating their email campaigns
- Respond to queries from clients about how they approach something in Maxemail.
- Update the knowledgebase with the answer to a common question you are getting from customers

Who would you work with?

Client Services Manager – your line manager and would provide coaching on all areas of email best practice, working with you closely when an advanced understanding is required

Technical Support & Training – take support calls and carry out user training. Would need input on best practice and perhaps how we can fulfil a clients specific needs



Product Manager – A central resource with information to hand on all aspects of product functionality and product application.

Account Managers – they will be speaking with clients about commercial terms on their contract which generates conversations about help they need with their email marketing and using Maxemail

Marketing Manager – needs input for blog articles and case studies

Prospects & Training

Emailcenter offers an excellent opportunity to get experience of working with the very latest development technologies. Working alongside experienced developers you will continue to develop your skills as you are exposed to different projects and technologies.

As an example of those that have joined the team

Campaign Manager – joined in 2003, progressed to be Senior Developer in the core development team currently.

Support Executive – joined in 2006, progressed to Developer & Systems Admin in core development team.

Support Executive – joined in 2008, progressed into a Pre/Post Sales Implementation role

Campaign Manager – joined in 2008, has now progressed to Project Manager within the Client Services team, helping develop and manage the custom implementation work.

While we are only a small team this has the benefits of allowing employees to get involved in major projects and therefore progress at a faster pace than within a large corporate environment.

Candidate profile

Experience and Education

- Minimum 1-2 years experience within a commercial role (Client side or Agency)
- Strong HTML design skills (Essential)
- Excellent understanding of Relational Databases, SQL and scripting languages
- Client facing experience (Desirable)
- IT Degree educated
- Excellent PC skills (Outlook, Word, Excel, Powerpoint etc)
- Good design flair & Photoshop skills - Desirable

Skills and Knowledge

Personal Qualities

- Logical problem solver – able to break a complex project down into logical, manageable chunks
- Commercially aware – able to understand business issues a client might be faced with and how to apply our services accordingly
- Self-starter - able to plan and manage own workload within fast paced, pressured environment
- Strong planning and time management skills with ability to multi-task and meet clients defined timescales
- An eye for detail with the highest quality control standards
- Excellent communication skills, comfortable talking on the phone or face to face with clients building on-going relationships
- Team player
- Adaptable and able to think on feet. Ability to think through complex problems and arrive at workable solutions
- Customer facing skills & telephone manner essential as working with customers via the phone
- Enthusiasm and drive – keen to learn and work with new technologies
- Time management – Organised with good planning skills
- Multi-tasking – able to cope with balancing multiple jobs from clients
- Strong verbal & written communication skills

Other

- Driving licence & transport is essential as Emailcenter are based in a rural location with minimal public transport links

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