

Title: Account Manager – Central & South America			Region STR Central & South America
Dept. Account Management			Written By Patricia Boo
Date Created 2 Aug 2016	Review Date	Reviewed By Rowena Cowan	
Position in Organisation This is an Independent contract position Reports to : Area Director			
Main Purpose of Role Working closely with team LATAM to proactively manage, build and retain relationships with regional clients through regular email, phone call, webinar and face to face communication across a broad range of executives in our key clients businesses. Support key client questions and queries through a solid understanding of STR's reports, data coverage and methodologies along with a strong knowledge of the hospitality industry generally. Represent STR at Client Meetings, Third Party and Industry Conferences including delivering market data trend presentations at client and industry events			

Key Responsibilities

1.1 Manage, retain and develop key client relationships
<ul style="list-style-type: none"> • Manage a number of key client relationships within large domestic and international hotel companies. • Grow revenue and data streams through up selling and promotion of additional products. • Research and provide accurate and timely solutions through data to client questions and queries. • Expand data participation and data submission for additional data points such as P&L and segmentation. • Research, Discuss and Execute with Clients more seamless and less manual ways of receiving their data • Train clients on the phone, webinar and in person on how to understand and interpret STR's extensive suite of products. • Participate in project work as required e.g. Strategic roll out of new products, testing reporting and applications, obtaining client feedback for new products etc • Provide cover for colleagues key accounts when other team members are travelling/out of the office
1.2 Proactively manage customer account data
<ul style="list-style-type: none"> • Negotiate Annual Key Account contracts including discussion with the client, annual renewal contract paperwork and assistance with billing related queries. • Proactively ensure the client relationship management system (Salesforce) and all other systems contain accurate information updated on a daily basis. • Recognize the need for any additional reporting requirements or process improvements, which may assist you with your role or streamline a process and be willing to make suggestions where appropriate.
1.3 Commit to being an active member of the team and to on-going personnel and professional development
<ul style="list-style-type: none"> • Keep up to date with market developments in the industry. • Attend training and actively seek to continually enhance understanding of STR products and value proposition. • Attend marketing events, team meetings, kick off meetings and functions as required. • Adhere to all STR processes and policies and maintain customer confidentiality. • Ensure STR brand and corporate values are evident to the customer at all times • Understand and adhere to the STR vision and our values.
1.4 Represent STR Global professionally at meetings, events and public speaking engagements
<ul style="list-style-type: none"> • Reactively and Pro-actively attend Client Meetings/Events, Third Party & Industry Conferences. • Prepare and Deliver market data trend presentations at Key Client Events and Industry Events.

This role description is full but not exhaustive and the consultant will be required to undertake other activities as reasonably required by the Company and in line with the Consultancy Agreement

Account Manager – Central & South America

Core Competencies

Competency	Knowledge
Industry Knowledge	Solid Knowledge and understanding of the global hospitality industry, and a specific and excellent knowledge of the hotel industry in Argentina. Continuously stay appraised of changing trends and activities and industry movements.
Technical Expertise	Maintain a strong understanding of the product solutions available and report methodology. Proficient with internal databases and tools that can be utilised to problem solve and service the clients.
Customer Focus	Ability to react quickly and efficiently to customer issues and provide workable solutions and have a genuine desire to exceed client expectation.
People Skills	Effective and diplomatic communicator, both in person and by email/phone. Have an ability to interact effectively with people at all levels in an organisation including senior hotel executives and their staff. Excellent relationship building skills. Be an effective listener and have an ability to receive, share and process information.
Adaptability	Respond to change with a positive attitude and have a willingness to learn new ways to accomplish work activities and objectives
Delivers Results	Focused on client retention, revenue and data participation growth. Takes ownership of planning and organizing work to achieve territory and contribute to overall company goals. Sets priorities and schedule activities accordingly.

Specific Job Competencies

Competency	Knowledge
Problem Solving	Capable of identifying solutions to clients through data.
Organizational	Excellent organisational skills, with the ability to prioritise tasks and follow through. An ability to manage a variety of tasks to a high standard and meet tight deadlines
Team	Acts as an integral part of the team, keeping other members informed about what is happening, as well as assisting colleagues as required
Professionalism	Demonstrate credibility and appropriate verbal and non-verbal behaviour with clients and colleagues and adapt personal style where necessary
Numeracy	Confident in dealing with numbers, able to easily identify and resolve errors with an analytical mind.
Serviced Oriented	Must possess a genuine desire to serve clients and meet/exceed expectations.

Account Manager – Central & South America

Role Context

Context	Description
Location	This role is based on the ground in Bogota, Colombia in a specific location as agreed by the Area Director
Travel	There will frequent travel within country and occasionally within region.
Languages	In addition to fluent oral, aural and written Spanish, proficiency in English is essential.
Public Speaking	Presentations is a core part of the responsibilities so strong presentation skills and experience of presenting to large audiences along with a proven track record of face to face meetings is essential