Job Title: In Market Account Manager – MEA			Region: STR MEA
Dept. Account Management			Written By: J Parsons / P Wooler
Date Created: 28 January 2016	Review Date	Reviewed By	

Position in Organisation

- **Reports To**: Area Director
- **Directly Supervises:** None
- **Indirectly Supervises:** None

Main Purpose of Job

Working directly with the Area Director to proactively manage, build and retain relationships with key MEA clients through regular email, phone call, webinar and face to face communication across a broad range of executives in key client 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 and Accountabilities

1.1 Manage, retain and develop key client relationships

- 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 e.g. via FTP instead of via email.
- 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, for example, 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

- 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.
- Recognise the need for any additional reporting requirements or process improvements, which may assist with the role or streamline a process and be willing to make suggestions where appropriate.

1.3 **Represent STR Global professionally at meetings, events and public speaking engagements**
• 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.

1.4 **Commit to being an active member of the team and to on-going personnel and professional development**
• Keep up to date with market developments in the industry • Attend training and actively seek to continually enhance understanding of STR Global products and value proposition • Attend marketing events, team meetings, kick off meetings and functions as required • Adhere to all STR Global processes and policies and maintain customer confidentiality • Ensure STR Global brand and corporate values are evident to the customer at all times • Understand and adhere to the STR Global vision and our values

Core Competencies

Competency	Knowledge
Industry Knowledge	Solid Knowledge and understanding of the global hospitality industry. Continuously stay appraised of changing trends and activities and industry movements.
Technical Expertise	Maintain a strong understanding of the product solutions available and report methodologies. Be proficient with internal databases, systems and tools that can be utilised to problem solve and service the clients.
Customer Focus	Must possess a genuine desire to go above and beyond in order to exceed client expectations.
People Skills	Effective and diplomatic communicator, both in person and on paper. 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. Able and willing to share and receive 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.

Specific Job Competencies

Competency	Expectation
Problem Solving	Capable of identifying solutions to clients through data.
Organisational	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.
Service Oriented	Must possess a genuine desire to serve clients and meet/exceed expectations.
Language Skills	In addition to fluent oral, aural and written English language skills proficiency in other languages is advantageous

Job Context

Job Context	Description
Based in Dubai office when not travelling	An expectation to travel domestically, inter-regionally and Internationally.