

Client Account Specialist – Job Description

Summary:

Provides excellent customer service and accurately assesses all customer signage needs. Manage in-office and customer service issues when owner not present. Assist with social media marketing efforts and in-house/direct marketing programs. Assist and back-up the graphic artist when needed. Applicants should be able to bring new ideas and improvements to business practices; remain fair, respectful, ethical and moral in all situations; and work well both independently and as part of a team.

Essential Duties and Responsibilities:

- Respond efficiently to all walk-in customers and telephone inquiries to determine sign needs, provide recommendations, quotes and assist with the order process.
- Assure customer satisfaction. Send thank you cards with orders.
- Process all work orders accurately and obtain customer approval, as well as contact customers when job is ready.
- Follow up on outstanding quotes.
- Obtain at least 50% down payment and payment in full upon completion with every order not on account. Full payment on orders less than \$250.00 and/or service only jobs.
- Work closely with the Production Area to answer any questions they may have concerning current work orders.
- Maintain a good working relationship with vendors to obtain quotes and follow up on orders in process.
- Implement effective marketing strategies within the store. Execute in-house marketing, working with owner & marketing fund representatives from corporate.
- Execute in-house direct mailings/e-mailings.
- Attend networking groups, clubs, organizations, associations and no activity memberships.
- Telemarketing calls to generate new business, maintain and update lists of prospective customers and referrals. Duties include calls to: Direct mail recipients, Existing customers, New business listings & No activity customers
- Obtain referrals: determine contact name, phone number, e-mail and provide follow up with that referral.
- Cross train in other areas of the store to maintain a fully functioning store at all times.
- Maintain an organized, clean and professional store appearance at all times.
- Support owner as needed with reports, invoices and paperwork.
- And any additional duties assigned by owner and/or Sales & Marketing Manager.

Qualifications:

Ideal candidate will have at least an Associate's Degree in business/marketing and one-year experience in a direct marketing/sales role. Some experience with graphic design, construction, signs or fine arts is preferred. Non-degreed candidates with 3+ years of related experience will be considered.

- Must be computer knowledgeable and have experience with basic programs including Windows 95/98/2000/XP, Office 97/2000/2007 and able to learn POS/QuickBooks system.
- Must be proficient in English usage, including spelling, grammar, punctuation, and proofreading.
- Possess a good understanding of basic sales and telemarketing tactics.

Desirable Personal Characteristics Include:

- Excellent organizational skills
- Excellent communication and customer service skills
- Good reasoning abilities and sound judgment
- Ability to deal with confidential information appropriately
- Ability to work independently on projects and as a member of a team
- Must have the ability to stand on feet for long periods of time
- Must have ability to operate a computer and monitor for long periods of time