



POSITION PLAN:
Accounts Manager, Emerging Clients

THE OPPORTUNITY:

Revelry Group is seeking a leader to join the strategic account management team. The individual who fills this role will support various B2B clients, as well as manage internal client projects.

- Candidate must have demonstrated experience marketing products in a marketing and communications agency. Ideally, with experience marketing to food, beverage, and hospitality targets.
- Candidate must meet qualifications and demonstrate attributes and skills required within the role.
- Candidate must align with the Revelry Group mission, purpose and values.
- Candidate must be a cultural fit.

ABOUT US:

We are unique. The Revelry Group is a social enterprise that creates shared value for companies and brands operating primarily in the food, beverage and hospitality sectors. We offer marketing and communications services, curated exchange experiences and innovative beverage products that address today's consumer and foodservice demands.

Our agency specializes in harnessing the power of chefs and culinary luminaries to influence and move targets through the customer journey.

Our exchange events and conferences connect buyers and sellers in locations and formats that allow for real understanding, collaboration and meaningful partnerships.

Yay! beverages use high quality, wholesome ingredients, innovative processing technology and aseptic packaging to reimagine the dairy and non-dairy based beverages categories.

Above all, our mission is to be an organization of positive change and an instrument of good for our clients, communities, team members and families, every day.

We are also a B-Corp, which means that we meet rigorous standards of social and environmental performance, accountability and transparency.

Purpose:

The Revelry Group is a social enterprise dedicated to LEAP Therapeutic Wilderness Programs, a nonprofit organization that shares our resources, profits and personnel to serve individuals recovering from trauma and adversity.

Over the past 7 years, LEAP has helped nearly 600 people to find community, discover their strengths, and regain confidence through multi-day whitewater kayaking experiences.

Values:



Honesty

- Communicates and acts with transparency.
- Not afraid of the courageous conversation.

Integrity

- Honorably follows through on commitments.
- Models the behavior that they would like to see in others.

Service to Others

- Supportive and engaged.
- Puts others needs above self.

Culture:

- Living our core values and demonstrating the attributes that exemplify a Reveler.
- Uses brand manifesto and brand frame to educate, train, indoctrinate and advocate.
- Articulates, nurtures, embraces and embodies the attributes of a Reveler.

Non-Negotiables

- We require each employee to spend 5 nights straight each year in the wilderness. This is required personal time off to reconnect in a natural way, all supported by the company. We require these experiences to enable the families we serve to experience the positive change that results from time in the outdoors.
- LEAP is a big part of what we are and how we give back to our communities. Each Revelry employee is required to spend 100 hours per year, not outside of business hours, supporting LEAP or another nonprofit seeking to improve our communities.

ABOUT YOU:

- You have 6-8 years of professional experience in an agency account management role, preferably with foodservice, beverage, and/or hospitality clients.
- You have experience managing and prioritizing the needs and demands of a number of smaller clients at the same time.
- You have earned a Bachelor's or Master's Degree in Communications, Marketing, PR, Advertising or other related field; or related experience.
- You are proficient in Microsoft Office (Word, Excel, Outlook, PowerPoint). Proficiency in Salesforce, Adobe suite and project management platforms a plus.
- You are knowledgeable about the design development process.
- You are able to work full-time with some flexibility for travel and deadline needs.
- You are a master communicator. People often come to you with problems to be solved and you find a solution, which you communicate with all interested parties. Verbal, written and interpersonal communications come naturally to you.
- You plan your work and work your plan. To-do lists are your best friend. Organization is your middle name.



- You are a natural in meetings, leading the conversation, bringing in others, keeping the agenda moving smoothly.
- You know your clients. You anticipate their needs, you build trusting relationships, and you grow business through your relationships.
- You are comfortable thriving in a fast-paced, constantly shifting atmosphere with deadline pressure. You love that no day is the same as the last.
- You easily work with people in and out of your office, including co-workers who are on the other side of the country.
- You approach work with curiosity and a learning mindset, constantly seeking opportunities to grow.
- You own your stuff. You are self-motivated. You don't need a follow-up. You've got this. This being every. Single. Detail.

ABOUT THE ROLE: ACCOUNTS MANAGER, EMERGING CLIENTS

SUMMARY:

- Supports the mission of the Revelry Group in being an instrument of good and agent of positive change to employees, families, clients and communities.
- Overall strategy and management of select client principals with agency business.
- Manages and influences positive working relationships with client contacts and the agency team to positively impact agency growth and revenue.

PERFORMANCE STANDARD	RESPONSIBILITIES
LEADERSHIP Conveys the vision and values of the agency and Revelry Group's mission.	<ul style="list-style-type: none">• Creates an inspiring vision of the future.• Fosters curiosity and inquisitiveness.• Initiates and owns their own growth and career development.• Builds team resources, so that they more effective at achieving their goals.• Participates in ongoing leadership training and educational opportunities.
COMMUNICATION Demonstrates clear and proficient communication.	<ul style="list-style-type: none">• Communicates as a sharer with authenticity and transparency.• Articulates objectives, strategies and tactics to teams.• Provides frequent and appropriate updates on deliverables, deadlines and fiscal management budget.• Conveys both good and bad news, thoughtfully and in a timely manner.• Maintains open and complete communications of client issues with leadership.• Keeps management informed of status of the account group's successes and challenges.
RELATIONSHIPS Develops and cultivates relationships with influencers	<ul style="list-style-type: none">• Is proactive in establishing and maintaining ongoing relationships with clients and key decision-makers.



<p>(colleagues, past and current clients, future relationships) that are in the best interest of the company.</p>	<ul style="list-style-type: none"> • Develops and broadens relationships within client accounts. • Strategically works across various teams within the agency to understand and support needs and initiatives. • Actively participates in networking to generate new and grow existing relationships. • Membership and participation in relevant organizations (industry and category).
<p>FISCAL MANAGEMENT (Revenue/Cashflow) Oversees client budgets and related profitability, to successfully meet agency financial goals.</p>	<ul style="list-style-type: none"> • Achieves fees based revenue goals for defined agency clients. • Develops and maintains 12-month client income forecast, updating monthly. • Ensures timely billing of fees and hard costs. • Works with clients to gain payments in-line with agreed upon terms. • Secures payment terms with contractors and vendors that are advantageous to the agency's forecast. • Escalates scope creep, providing recommended resolution. • Limits use of third party contractors, minimizing negative impact of COGS.
<p>BUSINESS DEVELOPMENT (Growth) Proactive in finding and developing new opportunities, focusing on growing and building business.</p>	<ul style="list-style-type: none"> • Promotes the expansion of organic growth with both new and existing client portfolio. • Works with other senior managers to support new accounts. • Supports strategic focus of the Revelry Group of products, services and experiences.
<p>SALES & MARKETING Researches and identifies business opportunities, proactively supporting agency growth.</p>	<ul style="list-style-type: none"> • Builds and activates agency centric marketing communications plans, to engage companies in the food, beverage and hospitality sectors. • Supports sales of group services, experiences and products to companies operating in the food, beverage and hospitality sectors. • Supports new clients within the agency targeted area of business.
<p>STRATEGY Provides strategic insights and actionable recommendations to positively affect client's business.</p>	<ul style="list-style-type: none"> • Defines client business strategies by applying category expertise of clients' category of business. • Implements and manages toward client success. • Adapts to and anticipates changes in the business environment. • Supports strategic focus of the Revelry Group of products, services and experiences.
<p>PLANNING Manages account planning, leading the team toward implementation.</p>	<ul style="list-style-type: none"> • Works with clients to understand business needs to provide optimal solutions.



	<ul style="list-style-type: none"> • Ensures the timely development and execution of plans, campaigns, and projects to assure earnings, growth, and profit goals are achieved. • Is flexible/nimble in creating and revising plans to ensure objectives are met.
AGENCY CONTRIBUTION Provides best-in-class services to client partners.	<ul style="list-style-type: none"> • Engages in continual knowledge expansion to deliver innovative strategy, PR, social, research, media, events, design and digital services. • Plans campaigns and successfully develops business accounts creatively and financially, while playing a positive role in the agency's new business outreach. • Tracks and monitors overall account performance to meet revenue targets. • Participates in review and evaluation, elevating quality control as an agency priority. • Pushes for continued improvement. • Does not settle for average; takes pride in the work.

DEFINITIONS:

PERFORMANCE STANDARD	<ul style="list-style-type: none"> • Performance standards provide the team members with the "What" of their role, defining performance expectations for each major duty. • Performance standards are observable behaviors that represent the level, experience and associated position expectations.
RESPONSIBILITIES	<ul style="list-style-type: none"> • Responsibilities are guidelines that define "How" a role may be executed to achieve the success measures of their role. • Responsibilities define the tasks that are to be performed in the role. • Responsibilities are the tasks that the role owner is accountable for.