

## CBBI Division

### Work Description

Title:	Account Manager	Salary:	TBA
Department/Group:	Customised Research	Start Date:	1 May 2023
Location:	Rosebank	Position Type:	Permanent
Work Description:			
<p><i>Overall</i></p> <ul style="list-style-type: none"> <li>• An all-rounder with qualitative and quantitative, business-to-business and consumer research experience</li> <li>• Well known in the industry with existing client relationships</li> </ul> <p><i>Account Management Functions:</i></p> <ul style="list-style-type: none"> <li>• Be the primary driver of consulting on customised traditional research solutions to local clients</li> <li>• Develop industry awareness of BMi customised research capabilities/offering amongst local clients</li> <li>• New business development (presenting BMi Research's capabilities and closing deals)</li> <li>• Lead sales function for customised research</li> <li>• Grow and maintain relationships with new and existing customised research clients</li> </ul> <p><i>Research Functions:</i></p> <ul style="list-style-type: none"> <li>• Conceptualising research projects (including briefs, methodologies, sample specifications, questionnaires, reporting) from commissioning to final presentation</li> <li>• Preparing research proposals (specifically background, objectives, proposed methodologies and samples)</li> <li>• Facilitation/moderation of in-depth interviews and focus groups (not essential)</li> <li>• Conducting in-depth analysis (quantitative and qualitative)</li> <li>• Generate customised insights and recommendations that produce strategic insights for clients</li> <li>• Preparing presentations and presenting findings to clients</li> <li>• Coordinating with Customised Research Team on project logistics</li> <li>• Travel to client meetings and fieldwork as and when required (may require occasional local overnight travel and working out of hours)</li> <li>• Assisting with new product development (conceptualisation and implementation)</li> <li>• Transfer of knowledge and expertise to team members</li> </ul> <p><i>Qualifications and Education Requirements</i></p> <ul style="list-style-type: none"> <li>• B Com / Relevant tertiary education</li> <li>• Psychology major and honours</li> <li>• 10+ years' experience</li> </ul> <p><i>Required attributes</i></p> <ul style="list-style-type: none"> <li>• Analytical (accurate, attention to detail)</li> <li>• Strong client relationship experience</li> <li>• Strong project management skills (energetic, proactive, punctual)</li> <li>• Strong problem-solving skills (self-directed)</li> <li>• Confident communication skills (articulate)</li> <li>• High level of personal accountability (professional)</li> <li>• Independent and creative thinking</li> <li>• Promote team spirit and group success</li> </ul>			
Approved By:	Jenni Coggin	Date:	4 April 2023