

FRONETICS

ACCOUNT EXECUTIVE

Fronetics is a leading marketing firm located on the North Shore in Amesbury. Our firm works with companies to create and execute digital and content marketing strategies.

The job

The Account Executive will be responsible for securing new business and managing client relationships. The Account Executive must have a proven track record of prospecting for new clients, following up on inbound leads, and generating income by nurturing existing client relationships. The ideal candidate will have experience working within a marketing firm, in social media sales, and/or ad sales.

Duties and Responsibilities

- Coach and advise small businesses and organizations on best-in-class digital and content marketing strategies.
- Prospect for new clients
- Follow up on inbound leads
- Present the Fronetics services offering to prospects (both warm leads and cold pitches)
- Conduct needs analysis and follow up with prospects to ensure they purchase products and services that meet their needs.
- Manage the sales cycle and client engagement process including information gathering, product positioning, value determination, client expectations and, ultimately, closing the sale
- Be the Voice of the Customer and use that information to drive product enhancements, upgrades, and new product development

Required Skills/Knowledge/Experience:

- Excellent verbal and written communication skills
- Strong client prospect identification, selling, closing and client management
- Ability to work without the need of constant supervision
- Ability to work in a team and provide the required assistance
- Ability to think critically and interact beyond experience range inside and outside the organization
- Working knowledge of content marketing
- Commitment and follow through
- Experience with HubSpot preferred, but not necessary

Please submit resume and cover letter to careers@fronetics.com