

Job Posting - Account Based Marketing Manager

Innpulse is a B2B marketing agency focused on delivering ABM at scale for enterprise growth companies. We are looking for an experienced **Account Based Marketing Manager** to play a key role in the success of our clients' campaigns. The ABM Manager bridges the gap between account based marketing program strategy/execution and client management. This is an integral role at Innpulse, focused on planning, building, measuring and improving ABM campaigns as well as on retaining and growing a portfolio of clients. Ultimately, we win when our clients win, and you'll be a key driver in that journey.

Innpulse is headquartered in Carmel, Indiana with an international team. We're built for remote work but would have a desk available for you at our Carmel offices if you're the kind of person who values in-person engagement (even some of the time).

To apply for this role, please follow this link:

<https://innpulse.bamboohr.com/jobs/view.php?id=22&source=aWQ9MTQ%3D>

The Innpulse Client Services team:

The Client Services team works with our clients to plan, execute, manage and optimize their B2B marketing plans and campaigns. The team interacts with our clients daily and is responsible for building and maintaining a strong partner relationship. They are the key contributors for the client's day-to-day business. The Client Services team works closely with the Innpulse marketing operations team, the strategy team, and the growth team.

You'll be accountable for:

ABM Programs: For a portfolio of clients, you will develop a suite of campaigns and events aimed at creating awareness and demand, attracting new contacts, fostering executive relationships, and increasing pipeline to ensure substantial revenue growth from our clients. You'll work closely with the marketing operations team to profile accounts, develop account plans, and ensure that campaign execution is on target with each plan.

Client Success and Satisfaction: You will be each client's trusted advisor. You'll work to manage client expectations, communicate regularly with clients, promote partnership between Innpulse and our clients, and establish trusted relationships with key decision-makers in client organizations.

Client Communication and Analysis: For each client, you'll work closely with their sales and marketing leaders and front-line teams to ensure effective follow-up and tracking of activities and opportunities. You'll work to measure campaign effectiveness and gather insights that will help us improve future campaigns, and (importantly) you'll regularly communicate program status, action items, results, deliverables, and account status both internally to the Innpulse leadership team and externally to the appropriate constituents within each client account.

Revenue acceleration: You will be responsible for both client retention and growth (upselling) for each of the clients in your portfolio. You will be eligible for bonus compensation for hitting targeted net revenue retention goals for your client portfolio.

New Client Onboarding: You'll ensure flawless transition of new client engagements from the Growth Team to the Client Services team. As part of this, you'll build "tall, deep and wide" relationships with key marketing, sales and product decision makers within client organizations, while understanding landscape and gaining account penetration.

About you:

- 5+ years of experience in B2B marketing including 3+ years of account based marketing with demonstrated ABM program results that translated into sales revenue.
- Prior agency experience or exposure is a plus. (Experience with overall account management, account growth, and leadership of cross-functional teams to develop approaches and targets that meet the business goals of our clients.)
- Comfort with uncertainty.
- Strong understanding/experience with Account Based Marketing principles; ability to lead strategy and campaign framework for driving ABM programs
- Experience with ABM tech stacks.
- Solid understanding of sales process in growth organizations
- Experience partnering with sales organizations (at multiple levels) to jointly pursue pipeline, accelerate deals, and close new business.
- Self-sufficient and self-motivated with the ability to independently manage major clients and brands -- your strong bias towards action has helped you earn the reputation of someone who gets shit done.
- An instinct for managing clients. You have a proven track record of successfully managing complex relationships and you've helped cultivate lasting business improvement through these relationships.
- Ability to identify needs that the client may not recognize and ensure that approaches and solutions are linked to objectives and future needs.
- Strong business and strategic planning acumen
- Strong presentation, verbal and written skills as well as proven ability to develop well-positioned and thoughtful documents and presentations.
- An intuition for people.
- Ability to collaborate effectively at all levels and functions
- Demonstrated problem-solving skills
- Demonstrated written, presentation and verbal communication skills
- Excellent interpersonal skills; able to interact at all levels with clients and the Intouch organization
- During non-COVID times, this role may require travel approximately 20-40% of the time, depending on your home office locale.
- BA/BS with strong academic record

At InnPulse, we drive B2B revenue growth on (experiences + ABM) to activate high-value audiences and scale sales on brand.

- We are obsessed with growth, innovation, client success, and constantly being ahead of the curve.
- Our promise to every employee is that no matter what, they will leave our company a stronger and better person than when they started.
- We love feedback, we love discussion, and we HATE micromanagement.

- As a fast-growing company, sometimes there is chaos and stress. But fortunately, we all THRIVE in this environment.