



Job Description Purpose: Provides managers and employees with information about the functions and requirements needed to perform the job. This must be read in conjunction with the Performance Review.

Job Title: Account Specialist
Reports To: Chief Operating Officer
Direct Reports (Title Only): 0

FLSA Status: Non-Exempt
Classification: Full-Time
Date Written: 9/1/2019

Job Overview: Describes a general summary of the position. Explains why the position exists in the company.

The Account Specialist assists with the management of customer accounts to promote strong retention and an exceptional customer service experience. The Account Specialist leads customers in various facets of marketing and managing their events by assessing each customer's unique needs and introducing relevant web-based solutions. Meets sales and profit goals through market outreach to high schools and small colleges. Communicates with team members across various departments to meet customer needs. This includes providing website maintenance and population, setting up events for online enrollment, and general customer support that meets the defined standards of the company. Handles customer service line requests.

Essential Functions: Identifies main accountabilities performed in the job. Provides importance of each action by indicating percentage of time spent performing the functions.

| Function | % of Time Spent |
|--|-----------------|
| 1. Promotes high levels of retention by successfully managing multiple customers concurrently, regularly communicating with existing accounts to understand their current and future needs, as well as ongoing challenges. Works with team members across various departments to troubleshoot issues and makes suggestions to resolve customer needs. Provides additional support assisting customers in various facets of marketing and managing their events. Provides timely communications and keeps detailed records. | 35 |
| 2. Assists with the creation and maintenance of both new and existing websites connected to Content Management System (CMS), or appropriate system. Inputs event data accurately for online registration. Works in a team environment to ensure quality and timely deliverables. | 35 |
| 3. Meets sales and profit goals through market outreach to high schools and small colleges. Explains the company's various product and service capabilities, and overcomes objections. Keeps detailed records of communications with customers and prospects. | 20 |
| 4. Handles the Customer Service line. Answers calls, returns voicemail messages and reviews emails to resolve concerns and problems. Follows-up, as needed. | 5 |
| 5. Performs other job-related duties and special projects as required, including but not limited to backing up other team members. | 5 |

General Requirements: Describes the minimum education and experience, certifications, licenses, and skill sets needed to perform the job.

Bachelors of Arts or Bachelor of Science degree preferred or minimum of Associates degree in business, communications, sales or marketing a minimum of 1 year of customer service experience. Knowledge of Content Management Systems (CMS), Microsoft Office, Chrome and other web-based technologies, required. Must demonstrate good interpersonal, resilience and problem-solving skills with ability to prioritize responsibilities and adapt to changes in daily tasks, when necessary. Customer service, critical thinking and problem-solving skills required. Time management and teamwork skills required. Must work under pressure independently, exercise good judgment, and maintain confidentiality. No travel required.

ADA Requirements: Describes the physical demands and working conditions needed to perform the job.

Ability to read, count and write to accurately complete all required documentation. Must be able to speak effectively with customers. See other physical requirements as listed below.

| PHYSICAL REQUIREMENTS | 0-24% | 25-49% | 50-74% | 75-100% |
|---|-------|--------|--------|---------|
| Seeing and hearing: reading documents and computer screen, answering phone, communicating in person | | | | X |
| Sitting | X | | | |
| Standing and walking | X | | | |
| Reaching and bending | X | | | |
| Climbing, kneeling, crawling, stooping, and lifting | X | | | |
| Dexterity: Utilizing phone, typing, and writing | | | | X |

Lifting capacity: Indicate, by checking the appropriate box, the amount of lifting necessary for this job, with or without an accommodation.

| | N/A | Occasionally (As Needed) | Often (Up to 4 hours per day) | Frequently (Up to 8 hours per day) |
|---------------|-----|-----------------------------|----------------------------------|---------------------------------------|
| 0-10 lbs. | X | | | |
| 10-20 lbs. | X | | | |
| 20-50 lbs. | X | | | |
| 50-100 lbs. | X | | | |
| 100 plus lbs. | X | | | |

Note: Statements included on this job description are intended to describe the general nature and level of work performed by the employee(s) assigned to this job. The statements should not be construed as exhaustive list of responsibilities, duties, and skills required.