



## Position – Client Journey Manager

InnerView has an immediate opportunity for a marketing and/or consulting professional. The position will serve as the one of the company's primary client-facing contacts for solutions across variety of industries and settings.

We are looking for people, not resumes...a personality, more than just a set of skills.

**A Curious Soul** - You naturally look at a situation and want to know more. What is the process behind something? What makes a person tick? You find yourself wondering about things frequently and are eager to dig in and learn more.

**A Chameleon** – You are a “Swiss Army Knife” who thrives on adapting to a variety of situations and changing environments. Flexibility is one of your strongest qualities.

**A Relatable Communicator** - Confident enough to present to a C-level executive, but humble enough to listen to and learn from any person within an organization. Empathy and building relationships come naturally.

**An Observer** – You listen to what people are telling you and can recognize key pieces of information and what to do with it.

**An Inclusive Perspective**- Through your experience, you bring inform a point of view, but you are wise enough to seek input from others with diverse perspectives to shape your position.

**An Optimist** – A positive disposition that is infectious and inspiring to those around you.

**A Path Finder** – Real change comes by thinking about things differently. You recognize when to challenge the current approach and have the guts to tell your partners (internally and externally) why a different path is worth considering.

### Core Responsibilities

This is an opportunity for a strategic thinker with a proven track record of account management/services to have a lasting impact on an organization by helping our clients better connect their brand vision to their customer-facing teams.

They will be required to:

- Serve clients in the execution of marketing effectiveness programs
- Maintain engagement planner (tasks, deadlines, deliverables, etc.)

- Support all aspects of the Brand Transfer Study including:
    - Conduct observations in the field with frontline employees
    - Conduct roundtable/focus groups
    - Brand Transfer Study design and customization
    - Work closely with Director(s) of Client Journey to analyze Brand Transfer Study results and develop alignment roadmap
  - Work closely with Creative Journey Director to understand the internal campaign strategy and plan for execution
    - Ensure messaging from Brand Transfer Study is integrated into marketing campaign tactics
    - Manage day-to-day development, creation and delivery of all marketing tactics
    - Oversee third-party vendors in the delivery of all client-facing deliverables
  - Develop and create certain content and materials, as necessary
  - Provide a weekly status report for client stakeholders
  - Track and analyze performance data to determine impact of InnerView programs
  - Provide the Director of Client Journey with feedback to be included in the Quarterly Business Reviews and Project Completion Review
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## **Qualifications**

- Minimum of 5 years of experience in client/account management required (agency experience in marketing, advertising or consulting a plus)
- Fluency in both marketing and sales terminology
- Ability to give strategic input and motivate people in a variety of settings
- Ability to deliver compelling presentations
- Highly organized with a demonstrated ability to manage multiple clients/projects simultaneously
- Experience influencing individuals in all levels of an organization
- Proficient in Microsoft Office Suite (Word, PowerPoint, Excel)
- Four-year degree
- Ability to travel (50-75% estimated) for client delivery

Interested candidates should contact:  
info@innerviewgroup.com

## **About InnerView Group**

InnerView is a marketing consulting firm that helps companies effectively transfer their brand strategy to their customer-facing employees and partners. We ensure that the people who represent a brand have a sense of belief, confidence, and pride in the marketing messages. InnerView gives these internal audiences the tools and strategies to tell their company story confidently and consistently. Leveraging its proprietary Brand Transfer Score™, InnerView gives B2C marketers greater ability to influence the customer conversation - connecting the "boardroom to the showroom". The result is a better return on marketing investments through improved conversion, better customer satisfaction and accelerated revenue. For more visit [www.innerviewgroup.com](http://www.innerviewgroup.com)