

## **POSITION DESCRIPTION**

<b><u>Company:</u></b>	Reward Paths LLC
<b><u>Position:</u></b>	Account Manager
<b><u>Location:</u></b>	Open but preferably the Cincinnati area
<b><u>Reports To:</u></b>	Managing Director, US (Cincinnati)

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### **ESSENTIAL FUNCTIONS (Responsibilities):**

Responsible for the entire US portfolio of clients engaged with Reward Paths for the design, operation and technical enablement of the client's loyalty marketing programs. Core responsibilities include:

- Profitable management of existing client programs to insure the highest level of client satisfaction, retention and growth in client billings.
- Pro-active, value-added, strategic support of all new client development and marketing activities in support of identified, pre-qualified prospects.
- Management of existing and future resources responsible for day-to-day client program activities, including external partners providing services in connection with a Reward Paths client.

### **Specific Responsibilities include the following:**

- Manage existing client relations, project status, timelines, program metrics and direct internal personnel responsible for specific client-related activities.
- Provide clients with strategic recommendations for improving program performance and evolving the program value proposition.
- Translate specific client program requirements into guidelines for technical development, implementation and roll-out.
- Prepare and conduct quarterly reviews with all clients identifying key program performance indicators, operational issues, new initiatives, financial results and leverage reviews to drive client satisfaction and growth.

- Manage existing partner relationships with print production, rewards, and fulfillment vendors supporting current client programs.
- Develop new partner relationships to expand capacities and introduce other external partners in each outsourced arena. Seek out and develop additional partner capabilities related to rewards, communications and call center support.
- Assist consulting team in program design, customer segmentation, marketing communications, analytics, technical feasibility and financial performance requirements associated with any new client or prospect.
- Provide pro-active support of all late stage sales opportunities including final proposal development, final sales presentation and closing, including contract negotiation.
- Provide lead generation and PR/marketing support by writing, speaking, attending loyalty industry events and developing differentiated marketing materials supporting Reward Paths' offerings to the consumer and B2B marketplace.

### **Qualifications/Requirements:**

- 5 + years successful track record in managing consumer or B2B loyalty marketing programs with an established loyalty marketing services provider OR as a member of a client marketing team responsible for loyalty/CRM initiatives.
  - Proven expertise in creating and enhancing customer loyalty strategies using a data-driven, highly segmented, constantly evolving approach.
  - Broad understanding of underlying loyalty marketing technologies and ability to manage technical support personnel from a project/client requirements perspective. Past experience with an established loyalty management system is preferred.
- Proven skill set in managing client relationships, maximizing client satisfaction, retention and growth.
  - Leadership and team management experience. Preference given to candidates with strong, proven, cross functional leadership skills, demonstrating ability to integrate new initiatives and manage people.
  - Excellent analytic and financial skills, with demonstrated ability to use information to deliver program improvement or enhance program profitability.
  - Outstanding presentation and written communications skills.
- Proven expertise in managing vendor / partner relationships of strategic importance, ultimately driving improved business results.
- High energy, passionate, and fun-loving personality with excellent communication and negotiation skills. You must demonstrate the ability

- to work independently, and help drive sales growth with both existing clients and late-stage prospects.
- Self motivated, results driven with excellent attention to detail.
  - Strong personal computing skills. Past experience with and strong interest in all forms of digital media, social media, web/mobile platforms and e-mail communications systems is preferred.
  - Marketing degree and/or background required. Advanced degree in Marketing is preferred.

### **Additional Considerations**

The ideal candidate is working for or has worked for an established loyalty marketing services provider and feels their career path is partially obstructed, or at a standstill, or not optimized from an earnings and development perspective. You are a self starter, creative thinker and are not afraid of risks and know you can do more. You love solving client problems and clients love you for your passion, ingenuity and get-it-done attitude. You are marketing first and foremost, but can handle technology and love to help close a new deal. You are keenly interested in a ground floor opportunity at a new company because the long-term prospects for personal development, earnings growth, possible equity participation in the future and executive management is what truly gets you excited.

Location is not an issue although preference will be given to candidates open to relocation to the Cincinnati area.

The position requires reasonable travel commitments – up to 10x per year, including international travel to Reward Paths’ parent company facilities in Auckland, New Zealand on an annual basis.

### **Compensation**

We offer a compensation package with total value commensurate with experience. Base Salary, Bonus Compensation, Paid Vacation and Benefits, with full business expense reimbursement.

### **About Reward Paths**

Reward Paths is a full service Marketing firm specializing in helping customer-centric clients design, enable and operate reward, loyalty and incentive programs for their customers and associates. Reward Paths offers affordable, best of breed technology well suited to both the business-to-business and consumer marketplace. Reward Paths LLC is majority owned by a subsidiary of Incentive Solutions Limited (ISL) of Auckland, New Zealand. For more information visit [www.rewardpaths.com](http://www.rewardpaths.com).