



Sales and Marketing Account Manager

OptTown

OptTown is the fun, mobile app that connects you to your favorite places to shop, eat, drink and play!

Position

OptTown Sales and Marketing Account Manager

Duties and Responsibilities

Reporting to the Vice President of Marketing, the Sales and Marketing Account Manager will be responsible for:

- Training the first-time businesses using OptTown (decision-maker, manager and staff where applicable)
 - OptTown account setup
 - How to use the OptTown browser-based communications and direct-marketing solution
 - Creating messages, deals and the loyalty program
 - “What’s a good message”
 - Frequency and freshness of messages
 - Understanding and using analytics
 - How to use the OptTown app
 - Importance of business promoting “their” app to every customer
- Packaging, delivering and setting-up business signage
- Monitoring business activity on OptTown
 - Quality of messages
 - Frequency, freshness and mix of messages
 - Employees trained and comfortable using OptTown
 - Employees promoting OptTown app to their customers
 - Signage prominently displayed and understood by staff
 - Achieving growth goals as measured by key metrics
- Maintaining content quality
 - Frequency and freshness of messages
 - Catchy, exciting and compelling deals and messages
 - Brainstorm ideas and provide helpful hints, tricks and tips to businesses and to OptTown
- Connecting and maintaining relationships with each business on OptTown
 - Report messaging and promotion status
 - In store visit at least once a month
 - Phone call / email connection at least once a month
 - Being the on-call support for businesses on OptTown
 - Asking for and maintaining referenceability status
 - Securing testimonials from the business
- University blast with students (Facebook blast, flyers around school, signage at businesses)
- Attending and help with throwing launch meetings
- Surveying student satisfaction. Reporting feedback.
- Surveying business satisfaction/troubleshooting. Reporting feedback.
- Helping with acquisition of sales and marketing account managers for the next OptTown communities. Providing feedback about their position and what was clear/unclear. Helping/advising/creating “standard” account management processes.



Profile and Experience

The ideal candidate will have 1-3+ years of experience in sales, marketing, communications and/or customer interactions and/or the aptitude, attitude, and drive to make OptTown as easy, intuitive, comfortable, and fun for both businesses and consumers using OptTown.

- Ability to “think on your feet” and adapt to various sales and marketing situations
- Exercise good judgment, patience, and understanding while working with businesses
- Strong communication, presentation and interpersonal skills with an orientation to customer satisfaction
- Comfortable with computers and able to rapidly create creative and compelling marketing content
- Well-connected to and familiar with both the student body and their favorite area businesses
- Confidence, charisma, determination, and quick-wit
- Self-supervising, honest, responsible, dependable, with follow-through
- Team oriented

Education, Skills and Qualifications

The following education and qualifications are highly desirable

- Recent graduate of UC Davis or familiar with the campus-life and Davis businesses
- Knows the student body (Orientation leader, ASB, student athlete, and/or Greek society)
- Extensive Facebook network
- Sales, marketing, communications or business degree
- Sales and marketing experience
- Microsoft Office: Word, Excel, PowerPoint, Publisher
- Adobe: Illustrator and Photoshop

Other

- Own functioning iPhone, Android smartphone, or iPad (with cellular)
- Own functioning PC or Mac to monitor and help with content creation
- Transportation to get to and from businesses in your assigned region

Location

Davis, California

Compensation

Full-time, salaried position with objective-based bonus