



JOB POSTING ACCOUNT COORDINATOR January 27, 2021

Vincentric has an opportunity for an Account Coordinator to join the growing data research and analysis segment of the auto industry. Vincentric is a privately held automotive data compilation and analysis firm headquartered in Bingham Farms, Michigan. The company specializes in automotive cost-of-ownership data, and provides information, knowledge, and insight to the automotive industry, with an impressive client list including Ford, AAA, Nissan, Mercedes-Benz, J.D. Power & Associates, Canadian Automobile Association, Toyota, FCA, Volkswagen, and many other well-recognized organizations. This position is currently remote/work-from-home due to COVID-19, and can continue to be primarily remote/work-from-home in the future if desired. This position will be a great fit for anyone ready to learn:

- How to apply knowledge learned in the classroom or through previous experience to create success for Vincentric clients
- How large websites use data as content
- How the automotive industry and its advertising agencies market their vehicles
- How auto manufacturers use data to grow vehicle sales
- How data is transformed into marketable information

Job Responsibilities:

The Account Coordinator will be involved in all aspects of the Vincentric account management efforts, including client communications, project management, and managing the overall relationship. In addition, the Account Coordinator will assist with various marketing efforts as needed and have direct responsibility for certain ongoing marketing initiatives. The primary responsibilities of this position are to:

- Manage a list of assigned client accounts, which includes overseeing ongoing projects, following up on upsell opportunities, developing new projects/project expansions, tracking revenue, and invoicing. Once trained, you will be the primary point-of-contact for existing client accounts to answer questions, resolve any concerns, and assist with client use of Vincentric products and services.
- Collaborate with colleagues to communicate project changes, specifications, and questions to necessary internal team members and ensure they are addressed and implemented in a timely manner. Act as a liaison between colleagues and external parties to answer client questions and resolve issues.
- Respond to inquiries in a timely and professional manner primarily through email, phone, or virtual meetings.
- Maintain current and develop new relationships with contacts at client companies as well as contacts at prospective client companies.
- Maintain the Customer Relationship Management database and Project Management database with up-to-date information.
- Suggest and implement new client opportunities as appropriate.
- Assist with responding to new business inquiries and onboarding new clients.
- Closely collaborate with the Marketing Coordinator to assist with the announcement of Vincentric Awards, Industry reports, and other marketing efforts, such as social media management, website management, and the development and review of marketing materials.

In short, you will act as the pipeline between the company and the client with the goal of keeping clients happy and satisfied so that they renew their business with Vincentric.

**Skills Required:**

- Ability to understand complex projects and explain them in an easy to understand, yet detailed manner.
- Detail oriented yet creative, with the ability to think and write independently.
- Excellent organizational skills with the ability to keep track of many tasks and projects simultaneously, and to track the needs of many clients simultaneously.
- Excellent written and verbal communication skills, and strong with phone, email, and in-person dialogues.
- Strong customer service skills. Ability to communicate with clients in a way that shows empathy and understanding towards client questions and concerns, while actively working to meet client needs.
- Ability to actively learn from every day on the job and implement newly learned skills and knowledge into daily performance.
- Microsoft Office experience and proficiency with PC and web technologies.

Skills Desired:

- Previous account/client management experience.
- Understanding of Statistics/Mathematics.
- Understanding of Data Analytics.
- Understanding of Graphic Design.

Education: Bachelor's Degree. Preferred majors are Marketing, Journalism, Communications, Writing & Rhetoric, Business Administration, or other related subject areas. Open to other majors as well if you can show us how skills learned with that degree relate to the position's requirements.

Benefits/Other Information:

- This position is based in Bingham Farms, MI and is currently remote/work-from-home.
- Healthcare benefits package.
- Casual dress code and working environment.
- 401K program with employer contribution.
- Bonus potential.
- Vincentric is a smoke-free and drug-free workplace. Candidates are required to pass a drug test before beginning employment.
- Paid holidays and vacation time.
- Equal Opportunity Employer.

To apply for this position, please forward your resume to careers@vincentric.com