



CUSTOMER SUCCESS EXECUTIVE – BUSINESS GROWTH

PERSON SPECIFICATION AND JOB DESCRIPTION

Hours 8 hour shifts between 08:00 and 18:00
Monday - Friday
Total working hours are 40 hours per week

Salary £23,500 – 27,000 per annum

Annual Leave 28 Days

Location In office in Edinburgh. Hybrid working in some roles for up to two days per week.

Overview

As Press Data continues to develop its services as part of our Strategic Plan, we are developing a Customer Success function to complement our Client Servicing roles. The significant development of our plan is the introduction and promotion of more SAAS-based solutions – NewsPad Pro, Future News and MediaHQ. For these solutions to succeed we need to engage pro-actively with existing customers, as well prospective customers. Our SAAS solutions complement our existing Researcher and Analyst led approach to service delivery. The major difference is that we are providing our customers with a range of online tools to undertake a greater range of media and communications activities. To empower our customers, they need to be trained and supported fully to continue to use the solutions throughout the period of their contracts. The continued use of the solution is critical to renewal rates, and the Customer Success Executive will play a key role in ensuring continued engagement from our customers.

Person Specification

Ideally, Press Data is looking to appoint the post from within existing teams. As a current team member, you will already have demonstrated the commitment and ambition to develop a range of skills within the media intelligence sector, and have knowledge of our client base as well as products and services and our operations arena.

The post of Customer Success Executive within the Business Growth Team will see the candidate undertaking a range of responsibilities within the department.

This role is directly customer-facing. You will require the ability and confidence to communicate clearly, predominantly in online demos, presentations, training sessions and meetings. You will need to be capable of managing multiple projects at the same time, and with excellent time management and organisational skills, be able to prioritise your workload effectively.

The individual we are seeking will work as part of the small, friendly and efficient Client Services team, where respect and consideration are key values; they pride themselves on great team work, and all team members enjoy bringing positive energy to their work and to the company. A critical part of the role involves liaising with members of the team, and colleagues from other teams, who will be responsible for contract completion.

Therefore, we are looking for a highly organised and efficient individual, who has an understanding of the media and communications industries, and is comfortable working in an environment involving strict deadlines. This person will be able to work effectively and efficiently with company resources and will use their excellent professional judgment in a variety of situations for a wide range of clients.

The individual must share the values of the company of respect and professionalism and be able to communicate this positively to all clients and colleagues.

The person we are looking for must:

- Have excellent, proven communication skills, able to deal with people at different levels both internally and externally;
- Have knowledge of IT Applications, including MS Word, and MS PowerPoint;
- Be able to form co-operative working relationships and display time management skills in relation to personal workloads and deadlines;
- Have proven organisational ability and the capacity to work accurately to deadlines;
- Be able to work diligently alone if necessary and to respond to a wide variety of situations as they arise;
- Have experience of working within a busy production office or environment;
- Have excellent literacy skills with high levels of attention to detail;
- Be confident working with data to understand how to work effectively
- Be able to engage confidently with experienced communications professionals;
- Understand completely the need for excellent customer service at all times;
- Understand the need for complete confidentiality in some aspects of the role;
- Behave in a professional manner with colleagues and clients, leading by example in all tasks;
- Communicate the company ethos and demonstrate company values.

Overall, we are looking for a highly organised, confident communicator, with a strong desire to work in media intelligence, who would relish the challenge of ensuring that their contribution adds to the success of the company.

Duties and responsibilities

- Build and maintain strong relationships with assigned customers to understand their goals, challenges, and objectives.
- Serve as the primary point of contact for customers, providing timely and proactive support, and addressing their inquiries and concerns.
- Collaborate with cross-functional teams, including sales, product, and support, to ensure seamless customer onboarding, implementation, and ongoing success.
- Conduct regular check-ins with customers to assess their satisfaction levels, identify opportunities for upselling or cross-selling, and mitigate any potential issues.
- Develop a deep understanding of our products and services to effectively communicate their value and benefits to customers.

- Act as a trusted advisor to customers, providing guidance, best practices, and strategic recommendations to help them achieve their desired outcomes.
- Monitor customer usage and engagement metrics to identify patterns, trends, and areas for improvement.
- Proactively identify and address customer churn risks by implementing retention strategies and driving customer satisfaction.
- Collaborate with the product team to provide customer feedback and insights to help drive product enhancements and improvements.
- Stay up to date with industry trends, best practices, and competitive landscape to continuously enhance the customer success strategy.

Skills required

- Proven experience in a customer-facing role, such as customer success, account management, or sales.
- Excellent communication and interpersonal skills, with the ability to build rapport and establish trust with customers.
- Strong problem-solving skills, with the ability to navigate challenging situations and find effective solutions.
- Results-driven mindset with a passion for exceeding customer expectations.
- Ability to work in a fast-paced environment and manage multiple customer accounts simultaneously.
- Familiarity with CRM software and customer success tools is a plus.
- Excellent knowledge of UK current affairs
- Fast, accurate typing and good all-round IT skills
- Good concentration levels within busy working environment
- Ability to work and communicate well within a team structure – both verbally and in writing
- Ability to manage time to meet tight deadlines
- Excellent written and spoken English with in-depth understanding of grammar