



driveresearch

Account Manager

Job Description

December 2020



**Better data.
Better decisions.
Better strategy.**



Summary

Want to work for a growing market research company in Central New York? We need your help. We're looking for an Account Manager to join the Drive Research team to become a key player on our team.

You'll be assisting with all things marketing and communications, including our day-to-day sales and business development activities. It includes joining sales calls, drafting proposals, and seeking bids from vendors and partners. In addition to jumping in to assist with our digital marketing efforts. You'll be working directly with our entire team, helping us grow the Drive Research brand and our family of clients across the country. In this role, you'll have heavy involvement in marketing and communications, working as an "intrapreneur" to grow our company together.

Minimum Position Requirements

- 1-5 years of marketing or business development experience.
- Bachelor degree with a focus in business administration, marketing, market research, communications, or a related field.
- Knowledge of Microsoft Office: PowerPoint, Excel, and Word.
- Understanding or previous work with market research is preferred.

Job Duties

- Sit-in and make business development calls to ask questions and take detailed notes.
- Help manage the live chat on the Drive Research website to answer questions.
- Manage and update new contacts, deals, and activity in HubSpot.
- Clean and update CRM lists used for monthly eBlast campaigns.
- Draft proposals for market research projects in PowerPoint for review.
- Contact partners and vendors to collect quotes to be built into proposals.
- Draft cost sheets and budgets for proposals in development.
- Work directly with the President, Marketing Coordinator, and interns on all tasks.
- Draft ideas, write, edit, and post blogs to post on the website.
- Write SEO-optimized marketing content to ensure materials generate leads.
- Work with the Marketing Coordinator to set up monthly sales eBlasts.
- Review and setup insightful and actionable reports in Google Analytics.
- Make suggestions to improve the user experience (UX) on the website.
- Participate in virtual/in-person networking events to grow the Drive Research brand.
- Creation of wish list clients and outbound marketing strategies.
- Other duties as requested (or inspiring by your interests).



Other Details

- **Workplace flexibility:** Our office and focus group facility is located at 6702 Buckley Rd. in Syracuse, yet we offer full remote flexibility for the position. We embrace and encourage you to work wherever you are most productive. Success is based on what you do, not where you do it. Before and after COVID, employees were and will be encouraged to work at the office. We entice our employees to get together in-person with on-site happy hours, Nintendo, ping pong, and a slew of snacks at the office. Each employee develops their own mix of in-office work versus remote work.
- **Extensive paid holidays:** Drive Research is closed on the following holidays (many of which your friends will be jealous of): New Year's Day, Martin Luther King Jr. Day, Presidents' Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Columbus Day/Indigenous Peoples' Day, Veterans Day, Thanksgiving Day and Black Friday, and Christmas Day (December).
- **No policy for vacation or time off:** You take the time you need when you need it. We are flexible with your schedule, and we expect you to take full ownership of your work and your deadlines. It's a true give and take employee-to-company relationship, and we all put a lot of trust in each other to step up when needed and kick-up and relax to take that time back when you can.
- **Competitive salary, bonus, and benefits.** In addition to your salary, you will receive a bonus at year-end based on your attainment of business development goals, company success, and your productivity. A quarterly commission program is also available for your role in sales calls and business development. Drive Research offers healthcare benefits with a contribution to your plan through our PEO. A Simple IRA plan is offered after 1-year of employment with a 3% company match. We also provide paid dental and life insurance plans.
- **Equipment and swag:** Our account manager is equipped with a Dell Latitude laptop with a wireless keyboard and mouse and work backpack. It's all part of the killer welcome package you receive during your onboarding and training.

Our 4 Core Values



Responsiveness

We eat, sleep, and live market research. To accelerate insights, we prioritize communication. Our team follows-up with clients immediately, pushes the status quo for turn-around time, and creates a new definition for fast. We put in the extra time that other market research firms do not (because we enjoy it).



Growth

We invest in our employees, our company, our culture, our clients, and the community. We want our staff to grow personally and professionally while also helping our clients' organizations grow. Our give-back program donates a portion of revenues for each project, which also helps grow our community. Everybody wins.



Perspective

Market research focuses on others' perspectives, opinions, and beliefs. We employ the same strategy with our market research clients. We center our entire business model around you. We walk in your shoes from research design to analysis, through recommendations. We answer your questions before you ask.



Drive

After all, it is our name. Drive Research is more than just data-driven strategies. Drive relates to our passion for our work, flexibility in our work environment and with client projects, and the impact and ROI our market research generates. We ask more from our market research, you should too. We believe in better.



30 Keynote Clients



Our team has been fortunate to work with some of the most-innovative brands in the U.S. and across the globe. Here is a snapshot of some of the brands we have helped with our unique market research approach.



Social Proof

Google: ★ ★ ★ ★ ★ (5.0 of 5.0 – 76 ratings)
 Facebook: ★ ★ ★ ★ ★ (4.9 of 5.0 – 35 ratings)

