

Title: Client Success Specialist - College Market

Company: Springer Nature

Location: New York, NY 10013

Springer Nature is one of the world's leading global research, educational and professional publishers. It is home to an array of respected and trusted brands and imprints, with more than 170 years of combined history behind them, providing quality content through a range of innovative products and services. Every day, around the globe, our imprints, books, journals and resources reach millions of people, helping researchers and scientists to discover, students to learn and professionals to achieve their goals and ambitions. The company has almost 13,000 staff in over 50 countries.

Position Summary and General Description:

The **Account Development Specialist** will be responsible for all after-purchase client implementation and marketing support to drive high usage of Springer Nature e-resources for Master's, Baccalaureate, and Community Colleges in the USA. Client engagement activities may include regional and national conferences, product roadshows, training, on site account reviews, discovery audits, local events, and custom promotions. Client usage monitoring and targeted intervention are at the heart of account development. The Specialist will effectively manage their own promotional and travel budget, and develop an annual account development plan for their region. The work involves cooperation across functional groups, and the successful Specialist will manage the coordination of consistent online and offline promotional programs via marketing services and online marketing teams, and will track, analyze and communicate results.

Job Responsibilities include:

- Provide pre- and post-sales customer support for products and feedback to account managers and eProduct managers.
- Conduct analyses and monitor usage statistics to evaluate and develop strategies to increase value.
- Implement on and offline marketing campaigns to promote usage, as needed.
- Enhance visibility of company in the marketplace through regional trade shows and conferences.
- Help plan and participate in customer programs such as summits, executive sponsor programs, road shows, account reviews and product/implementation training.

- Develop and conduct customer focused training programs, to promote customer satisfaction and usage resulting in renewal and revenue growth.
- Prepare the annual account development plan for assigned region in conjunction with licensing managers.
- Participate in the sales and marketing teams' regular meetings.
- Manage customer relationship software as it pertains to account development activities in assigned region.
- Other related duties as needed.

Job Requirements:

- Bachelor's degree or equivalent
- Excellent grammar and English skills. Strong writing, presentation, and analytical skills. Creative and have initiative.
- Thorough, detail, and completion oriented. Able to manage several projects simultaneously.
- Demonstrated ability to interact with other functional groups and gain cooperation from others.
- Able to use independent judgment to modify procedures to solve problems.
- Some experience within the publishing/library/information service industry
- Some experience with marketing
- Track marketing promotions and ROI through customer relationship management software, and report on current project status, marketing, and travel budgets.
- Commit to understanding client issues and to effectively demonstrate Springer Nature e-Products.

- Motivated to become a company expert in how the college market library channel works and must either possess or be eager to obtain the required knowledge.
- Up to 50% Travel

We offer a comprehensive benefits package that includes:

- Medical, Dental and Vision
- Life and AD&D
- 401(k)
- Flexible Spending Accounts
- Transit Accounts
- Tuition Assistance
- Summer Hours

Springer Nature is an Equal Opportunity Employer that complies with the laws and regulations set forth in the following EEO Is The Law Poster:

<http://www.dol.gov/ofccp/regs/compliance/posters/pdf/eeopost.pdf>.