



## **Junior Account Executive**

**Rainton Bridge Business Park, North East, UK**

### **Who we are**

WorkCast is a highly customisable, end to end technology which can be used to aid the delivery of Online Presentations & Events, from webinars and webcasting to virtual and physical events. The platform can be self-managed, or we can remotely support online events.

As well as a content delivery mechanism, the WorkCast platform is also a great event management tool, with end-to-end functions to help successfully deliver events on message and on brand. This is underpinned by detailed analytics tools to help convert audience members into customers.

It is a user friendly system designed to take the stress out of setting up, running and executing an online event. We offer outstanding support for both attendees and event managers, to ensure the focus is on content rather than the technical setup.

We believe we have developed the best online presentation & events platform on the market. This is underpinned by our exceptional team of developers, strategists, coordinators who work behind the scenes to ensure successful online events.

As users of other Online Event platforms in the past we identified a need for a system that offered greater functionality than those currently on offer. As such WorkCast was developed out of a passion for communication. Our aim was to develop a platform that would convince businesses to make Online Events central to their communication strategy, whether that be marketing, internal communications or new business sales.

WorkCast continues to go from strength to strength. Now a multinational organisation, we are trusted by an increasing number of corporate and enterprise organisations who have left behind the poor functionality of competing platforms for the superior online event experience of the WorkCast Platform.

### **Purpose**

This is a development role where you will ultimately manage and develop existing and new relationships within a set customer base. Promoting WorkCast's platform and services and expanding the commercial value of the accounts.

Initially you will learn the Platform, clients and use cases by supporting our clients managing event delivery and working alongside our Account Managers.



## **Accountabilities**

- Deliver Managed Services (online events) with support from our world class event delivery team
- Review events with Managed Account clients
- Develop mutually beneficial business relationships with existing customers.
- Become a champion on the WorkCast's product, focussing on the values and benefits of the service along with the technicalities behind it, to successfully introduce and close potentially complex sales.
- Assist Managed clients with every day Platform support
- Continuously maintain a strong awareness of the virtual events industry (developments, competing products and competitor organisations), using this to become a reputable leading knowledge expert within a growing industry.
- Proactively generate profitable prospects within new departments and selling new services into existing relationships
- Build strong business relationships with your client base in order to encourage and enable a longstanding business development opportunity.
- Competently record activity (leads, updates, progress etc) through a CRM, such as Salesforce, in order to maintain a structured and organised approach to your workload.

## **Requirements:**

- Proven ability to learn
- Sound understanding of, or background in, technology
- Experience working to tight deadlines and under pressure
- Able to easily build new client relations in a professional environment

## **Person Specification:**

- A self motivated, proactive individual focused on customer service
- Relationship builder that can inspire customers and enable WorkCast to be seen as a partner organisation.
- Holds excellent and confident interpersonal and presentation skills with the ability portray a strong professional image.
- Team Player

If you are interested please drop us an introductory email, with your CV, to [mike.bowman@workcast.com](mailto:mike.bowman@workcast.com)