



## **Associate Account Manager**

### **Overview**

The Associate Account Manager is responsible for building and maintaining long-term relationships with Academic Impressions' members through active service and engagement. The AAM will manage, maintain, and grow a portfolio of accounts with the intent of ensuring Academic Impressions is an integral part of each member's professional development operation. This role requires strong customer service skills, oral and written communication, and technical savvy, as well as an understanding of Higher Education.

### **Job Duties:**

- Operates as the primary point of contact for assigned Accounts for general questions, tech troubleshooting, resource recommendations, and all other member needs
- Monitor and grow member usage and engagement over the course of each membership's annual term
- Conduct a high-quality onboarding experience for new Members through a combination of email communication, phone calls, and video calls
- Understand customer needs and develop plans to address them
- Identify key institutional staff to cultivate lasting relationships
- Engage in sales and renewal conversations with each account
- Identify and address patterns involving member questions, concerns, and needs to continually improve the Membership product and our external communications
- Collaborate across internal teams
- Maintain internal documentation and communication in customer relationship management tool

### **Skills & Qualifications:**

- Strong customer service & interpersonal skills
- Ability to balance competing projects, timelines, and a variety of internal and external needs
- Ability and willingness to sell new products and services
- Strong attention to detail
- Higher ed experience strongly preferred
- Experience with Salesforce a plus
- Bachelor's degree preferred

[academicimpressions.com](http://academicimpressions.com)

4601 DTC Blvd., Suite 800,  
Denver, CO 80237

T: 720.488.6800  
F: 303.221.2259



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**About Academic Impressions:**

We work to serve and empower higher education administrators and faculty at colleges and universities through conferences, webcasts, publications, and membership. Each year we conduct thousands of hours of research and network with hundreds of experts to uncover the most innovative and impactful practices in areas like student enrollment and learning, faculty support and engagement, alumni and donor support, and increasing organizational productivity. Our highly focused and practical training sessions prepare and empower higher education administrators and faculty to effect meaningful change at their institutions.

Consistent with our belief that our employees are our most valuable resource, Academic Impressions offers a competitive benefits package.

- 100% Paid Medical, dental, and vision insurance for employee coverage plus 50% coverage for child dependents
- 401(k) retirement plan with company match
- Fully paid LTD, STD, FSA, and life insurance
- 15 days paid time off in addition to paid company holidays, including your birthday
- Closed the week between Christmas and New Years
- Dynamic growth and professional development opportunities
- Flexible work environment

**To Apply:**

Please send resume + cover letter, including salary requirements to Beth Rotach:

[beth@academicimpressions.com](mailto:beth@academicimpressions.com)

[academicimpressions.com](http://academicimpressions.com)

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