



Account Manager, Merchant Services

Company Background

I-Behavior Inc., a fast paced, growing database marketing services company with offices located in Harrison, NY and Louisville, CO has a great opportunity for an **Account Manager, Merchant Services**. This position has some flexibility with regards to location. It may be located in Louisville, CO, Harrison, New York, or be a remote location. I-Behavior is now a KBM Group company and part of the [WPP organization](http://www.i-behavior.com). (www.i-behavior.com)

Position

This position will manage and grow I-Behavior's relationships with Member companies. Using I-Behavior's Co-operative database, targeting tools and additional value-added services, you will act as a strategic marketing consultant to drive member customer profitability. You will understand each client's product line, marketing objectives and needs, and help them plan direct mail and e-mail campaigns - and analyze the results.

Responsibilities

- Understand the clients' product line and marketing objectives as they relate to testing and utilization of the Co-op database.
- Help clients plan mailing campaigns - including learning and volume objectives, test matrix design against objectives and use of IB targeting tools.
- Analyze mailing results against objectives and help clients integrate and translate new knowledge into future tests and rollouts.
- Evaluate clients' marketing needs and proactively identify and effectively cross-sell and up-sell IB products and services.
- In addition to traditional client service postal co-op list sales, migrate members to e-mail list testing and rollout.
- In addition to traditional postal Co-op list sales, migrate members to e-mail list and multi-channel support testing and rollout.
- Be responsible for achieving individual revenue and profitability goals.

Qualifications

- Bachelor's degree
- Experience and proven performance in direct marketing and support of direct channel sales, along with use of targeting tools in implementation.
- Prefer backgrounds on client side or serving clients in related industries: catalog, publishing, retail and e-commerce.
- A hands-on, self-directed individual with strong interpersonal skills that thrives in an entrepreneurial environment.

Employee Benefit Package

We offer a competitive compensation and benefits package.

To Apply

Send resume with cover letter and salary requirement to resumes@i-behavior.com, list job code **AMMS511** in subject line. (please no phone calls)