

# Job Title: Markets\_Supervising Associate\_Virtual Account Manager 3

Requisition ID **234984** - Posted **23/09/2021** - **AccMgmt\_PAM\_EMFSO** - (GGN UIS/All Entities/SEZ) - **Core Business Services - Markets & Business Development**

(INDIA) - (Andhra Pradesh; Pondicherry; Arunachal Pradesh; Nagaland; Mizoram; Jharkhand; Rajasthan; Sikkim; Orissa; Uttaranchal; Assam; Bihar; Tripura; Jammu and Kashmir; Uttarakhand; Chhattisgarh; Manipur; Madhya Pradesh; Himachal Pradesh; Meghalaya; Punjab; Chandigarh; Goa; Gujarat; Kerala; Telangana; Tamil Nadu; Haryana; Uttar Pradesh; West Bengal; Delhi; Karnataka; Maharashtra)

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Description - Internal

**Job Title (position to be filled): GDS (Virtual Account Manager)**

## **Job Summary:**

The Virtual Account Manager (VAM) in GDS is primarily responsible to work with the with account leadership to support the planning and implementation of the account activation strategy. The VAM will closely work with the Global Client Service Partner (GCSP) and Client Executive (CE) to drive global account activation; drive account management excellence; sales and program management; and account communications & administration and will perform all the activities that doesn't require client proximity. He / She ensures that all locations and Service Lines (SL) of the firm are actively engaged around our global accounts and that we deliver Exceptional Client Service (ECS) in all internal and external encounters. This role will be aligned to GCSP / CE / account team and will be based in a non-client proximate location.

## **Essential Functions of the Job:**

### **Account Management & Acceleration Support:**

- Implement global Account Activation Center of Expertise (CoE) strategy, methodology and processes at Account level
- Co-develop account strategy working with account leadership and drive global execution of account plan
- Support account team in driving service line planning activity and account integration
- Responsible to conduct Account Maturity Assessments and supports in preparation of Account Acceleration sessions
- Prepare the global account meeting materials and facilitate account team meetings
- Responsible for follow-up on account actions by tracking progress against deadlines and driving activity
- Understand both the client's business agenda and EY services to enable leveraging the global EY network to connect our clients to the right people
- Develop and manage the account onboarding process and appropriate materials
- Drive the Assessment of Service Quality (ASQ) process: Collate the ASQ feedbacks in Matrix and drive action after interviews and year-end follow-up
- Act as a project manager for Account specific initiatives/projects
- Review of account financials to provide awareness to account leadership on drivers of account performance
- Monitoring of operational metrics important to team each month and working with account partners or service line leaders on troubleshooting issues
- Support special projects as needed that require financial data/analysis

### **Sales and Program Management:**

- Manage the annual global revenue planning process with the G360 BDL and GCSP
- Own and manage the Client Relationship Management (CRM) process
- Co-develop the account relationship strategy, including management of the global relationship map
- Manage the account pipeline process and drive discipline across global team
- Coordinate the pursuit process for opportunities, working closely with key partners
- Execute win/loss debriefs
- Identify EY thought leadership and insights to be shared with the client
- Creation and maintenance of account marketing materials (i.e. team brochure discussion relationship history, or Value Scorecard or procurement showcase doc)
- Develop and maintain relationship of Account Managers, Market Segment Managers, to understand latest market place, alliance and solution activity within sector or like accounts

### **Information and Knowledge Management**

- Be strategic to collaborate and partner with enabling functions of EY in supporting the account (where applicable):
- Offshore Account Enablement team in India – pipeline management, financial analysis, sales cycle support, client research, Account plan management
- EY Knowledge – Account Analysis, Quarterly earnings call summaries, travel packs on client's business, competitive landscape

- Finance – Any financial needs of the account
- Brand, Marketing and Communications – Account specific events, targeted thought leadership
- Administrative Support – Meeting scheduling and any other administrative tasks
- Global Sector/Industry – Identify market trends and EY insights
- Service lines and geographies - Create process flows required for the team to capture information across account
- Build and manage a repository of team information (i.e. MSA, Rate Card, SOW templates, onboarding documents, team process documents, qualifications, etc.) and guide team on how to access and use
- Develop and maintain relationships with the account teams to understand best practices for team information and knowledge management

#### Responsibilities, Qualifications, Certifications - Internal

##### **Marketing Management**

- Development and execution of account marketing plan to include
- Distribution of thought leadership and/or event invites to relationships targets
- Alumni relations
- Support creation and distribution of team communications (i.e. team/client newsletter, WIN announcements)
- Develop and maintain relationships with account teams to understand best practices for marketing activities

##### **Communications and Administration**

- Serves as subject matter expert for all information related to the account
- Leverage EY resources to support the account
- In consultation with account leadership manages Account specific events, identifies and leverages targeted thought leadership
- Global Sector/Industry - Identify market trends and EY insights to take to account
- Serve as the knowledge steward of the account and with the assistance of EY Knowledge, connect global team to EY tools and client business issues

##### **Analytical/Decision Making Responsibilities:**

- May be required to make decisions on behalf of Partners to expedite results
- Influences without direct authority, frequently providing coaching and input to a high level of firm leadership

#### **Knowledge and Skills Requirements**

##### **Technology**

##### **Must Haves**

- Mastery of the Microsoft Suite (Outlook, Skype, Excel, PowerPoint, Word, SharePoint)
- Nice to Have
- Experience using Procurement portals (i.e. SAP Fieldglass or Ariba)
- Microsoft BI
- Project Management – experience building and managing project plans
- Presentation/Analysis – experience building .ppt presentations or discussion documents to explain a strategy, process, or relationship history; experience using .xls to analyze data for purpose of generating insights on trends within data set

##### **Soft Skills**

- Professional maturity to confidently interact with Account Partners. Demonstrate a level of assertiveness, authority while communicating with the Senior Stakeholders and ability to articulate the view points in a succinct manner
- Communication – Demonstrate effective communication at levels of the organization. Understand the nuances, ability to listen effectively, have a global mindset and operate effectively across borders inclusively
- Consultative – demonstrated ability to approach problems and/or projects through effective question/answer techniques to identify needs/issues/desired outcomes and propose solutions to meet needs/issues/desired outcomes
- Emotional Intelligence – demonstrated understanding of different working/personality styles and appreciation of need to flex approach and message to effectively engage
- Networking – demonstrated ability to create networks within a company and use the networks to navigate across an organization for purpose of getting information to answer questions that arise across account
- Ambiguity – personality that is conducive to highly unstructured environments and situations
- Entrepreneur/Proactive behaviors – desire to make the role their own and to create opportunity areas to involve themselves in day-to-day operations

##### **Other Requirements**

- Depending on regional geography, some travel is required as well as attending account leadership meetings/training. From time to time, internal and external obligations may require working after normal business hours

##### **Job Requirements:**

##### **Education**

- University/Bachelor's degree required
- Post Graduate in business management – preferably an MBA

##### **Experience**

- 7-8years working in a professional services firm delivering operational enablement service to teams in different geographies plus previous sales, marketing, business development experience would be preferable

**Certification Requirements**

- Expected to remain current on relevant EY training and curriculum (e.g. Account Management Framework (AMF), Lead Badges, among others)

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