KNOTCH

Customer Success Manager - Remote - United States

NEW YORK, NY / REVENUE – CLIENT SUCCESS / FULL-TIME

About Knotch

As the global leader in Content Intelligence, Knotch's mission is to empower brands to unlock the true value of their content by using data-driven strategies. With the Knotch Content Intelligence Platform, companies conduct competitive research and measure the performance of their content in real-time. Through our unique ability to provide a 360-degree view of all your content, including paid and owned, Knotch allows companies to **connect content to business outcomes** to enhance brand, increase ROI and build audiences.

We're proud of our team

We've been building our products since 2013, and our team has grown in size and in spirit. We've been humbly recognized in the top 12% of fastest growing companies in America by Inc! Since the Covid-19 pandemic we've become remote-first, and we plan to stay that way. We know that a flexible environment leads to a happy team as we've again been named a Best Place to Work four years running by Built In NYC and a NYC company with Best Perks + Benefits in 2021! If you'd like to speak with our recruiting team about the future of Knotch, feel free to connect with us on LinkedIn and learn about us further on our careers site.

The Customer Success Manager Role

As Knotch's Customer Success Manager, you will be looked upon as a trusted advisor to your enterprise clients, leading them to success throughout their partnership with Knotch. You will deliver value and help

customers achieve business outcomes through content intelligence. Your creativity and analytical skills are key traits that will help you succeed personally and in helping Knotch scale as a company!

Our CSMs take our customer relationships seriously and serve them beyond implementation and support: we understand their strategic visions for their content and activate their team to use insights to drive business outcomes. Success starts with meeting our customers where they are, and applying our tried and true onboarding and adoption approach using change management methodologies. Along the way, we believe it's important to gain trust and confidence by building impactful relationships, maintained through the transparent analysis and data connections our CSMs provide to their book of business.

This role is not for the data-shy or reporting-averse. If you love data analysis and data-driven decision-making, you'll thrive here!

How you'll add value at Knotch

- Actively build, own and develop relationships with Fortune 100 brands and publishers

- Establish customers' key objectives and KPI framework for measuring success, deriving meaningful value from the platform, and achieving outcomes

- Provide your customers with actionable recommendations using content insights to optimize towards their desired outcomes.

- Implement customer engagement strategies including an accelerating value Onboarding Program, along with consistent Executive Business Reviews, Monthly health checks and on-demand support

- Leverage customer health analytics to identify customer expansion opportunities & churn risks

- Assist the Accounts team in increasing customer retention, and identifying growth opportunities, managing handoffs at key points in the customer lifecycle

- Become a Knotch product expert and trusted advisor to customers

- Collaborate with Implementation teams and Product specialists to ensure a successful onboarding and integration.

- Partner closely with your Customer Success, Account Director, Product, and Sales teams to drive platform innovation, develop internal workflows and provide strategic automation and optimization recommendations, in turn growing the entire Knotch team

In your first 30 days, you will...

- Become familiar with all Knotch teams by receiving extensive training on how the Customer Success team works cross-functionally

- Be thoroughly trained on Knotch's product suite, making your way to become a true product expert

- Shadow other CSMs and become familiar with how we work with clients on a day-to-day basis

In your first 60 days, you will

- Assist other CSMs on daily work to become more confident on the responsibilities of a CSM

- Shadow sales presentations and new client onboarding sessions to understand how we are selling our product and why clients work with Knotch!

- Begin account transitions supporting CSMs throughout the transition process for your new accounts

- Support other CSMs by assisting in the creation of monthly reports focusing heavily on insights that drive client action

In your first 90 days, you will...

- Take full ownership of your book of accounts and begin forming strong relationships with day-to-day clients and key stakeholders

- Assist the Account Directors in identifying expansion/upsell opportunities within each account

- Build and deliver strategic presentations for your clients in the form of monthly or quarterly reports or Executive Business Reviews (EBRs)

- With your book of accounts, have defined their desired business outcomes and started planning product usage and data KPIs to align their content strategies with measurable Goals and KPIs

You'll be successful here if you

- Have at least three (3-5) years of extensive account management and/or client success experience at a software company

- Bring deep data & analytics experience (because we crunch numbers and find insights daily!)

- Are adept at utilizing the many features of Excel or Google Sheets to analyze data and present insights

- Can improve client health by driving and measuring product adoption

- Focus on complex project management and can navigate multiple priorities both client-facing and internal

- Can prove your healthy track record of helping to land and expand accounts

- Harness an appreciation for finding a balance between the needs of a client and that of the business you support

- Are relentless and adaptable amidst oft-changing priorities

- Exhibit a calm demeanor under pressure, and prove your trustworthiness through meeting deadlines

We also appreciate (but don't require)

- Additional years of experience in data analysis, and/or content strategy and/or client-facing roles in Customer Success, Account Management etc. at an enterprise level SaaS company with a complex or technical offering

- Background in a marketing/advertising technology or an advertising agency environment (this experience is helpful because you'd have the exposure to similar work, terminology, contacts, and material that we encounter here at Knotch).

- Subject matter expertise in content marketing and relationships with enterprise brands' content marketing teams of all levels

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Knotch is an equal opportunity employer. We strive to provide equal opportunities in all of our processes, including our hiring and employee experience.

We pride ourselves on our three values: transparency, relentlessness, and inclusiveness.

We commit to daily work towards leading with empathy, reducing bias through periodic training, and engaging with and uplifting communities of marginalized groups.

We condemn all forms of racism and discrimination on the basis of race, religion, ethnicity, nationality, gender identity, sexual orientation, age, marital status, pregnancy or parenthood status, veteran status, disability status or any other identifier.

We encourage all employees, clients, investors, candidates, vendors, and friends of Knotch to deliver honest feedback directly or anonymously so that we may always seek to improve as an organization that is dedicated to diversity, equity, inclusion, and belonging.

Share your thoughts with us, and you will be heard.

#LI-remote

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