

Job Description

Job Role: Account Manager

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This is a hybrid role, **account management 70%** and **marketing (30%)**, making it ideal for someone who enjoys sales and wants broader exposure to commercial and marketing projects. The position sits in the Sales and Marketing department and reports to the Head of Fluorescence Sales, with some reporting to the Head of Marketing & Business Development.

About this role

As Account Manager, you will be building strong relationships with our important resellers, supplying CoolLED's range of fluorescence LED illumination systems to hospitals and universities (within the life science market), and identifying opportunities for business growth.

The role also includes a marketing support element, offering opportunities to contribute to campaign activity, event coordination, content creation and research collation, depending on where your skills and interests will have the greatest impact.

You will contribute to our team's success by:

- Managing and growing a portfolio of reseller accounts (Europe & North America).
- Building strong relationships with reseller contacts to understanding their business goals and identify opportunities to grow revenue.
- Regularly meeting customers and attending exhibitions (up to 30% travel).
- Ensuring resellers possess the technical know-how and product knowledge needed to successfully position and sell CoolLED's range of fluorescence LED illumination systems.
- Conducting regular business reviews, preparing sales reports and analysing sales performance data to identify trends and recommend practical improvements.
- Co-ordinating with internal teams (e.g. technical support, order processing) to support customer needs and resolve issues.
- Co-ordinating and responding to inbound enquiries made in response to our excellent marketing campaigns.
- Providing marketing support across a range of activities (approx. 30%)
 - Assisting events organisation.
 - Developing and preparing marketing content.
 - Gathering and organising research insights.
 - Assisting with advertising and promotional initiatives.

- Initiating and participating in joint marketing campaigns to increase brand presence.
- Gathering customer and market feedback to help align product development and innovation with customer needs.
- Maintaining accurate records of customer interactions, opportunities, and pipeline in CRM systems.
- Participating and supporting wider departmental activities as required.
- Following all relevant Quality, Health, Safety and Environmental processes

How do you make an impact?

You will play a direct role in delivering sales revenue and supporting marketing initiatives. The role will provide a solid foundation for progression into key account management or marketing-focused responsibilities, over time.

We think this position is right for you if...

- You have at least 1 year of experience in a similar sales, account management, or similar commercial role.
- You enjoy talking to customers - over the phone, video and face- to-face.
- You have a commercial mindset and enjoy spotting opportunities to support growth.
- You are adaptable and interested in supporting both sales and marketing activities, and able to manage multiple priorities.
- You can travel nationally and internationally and be away from home for periods of time to conduct face-face customer meetings and attend exhibitions.
- You are comfortable working with CRM systems and analysing data, to track performance, leads and activities.
- You are organised and proactive.
- You enjoy working independently while also collaborating closely with colleagues across the business.
- You enjoy creative problem-solving and have good attention to detail.
- You are comfortable working in a technical environment, with the ability to learn product details and communicate benefits clearly.
- Experience in life sciences, microscopy or technical product sales would be helpful, but is not essential.

This position is based at our headquarters in Andover, with hybrid working flexibility. You should be able to work from the **Andover offices approximately 3 days per week**. Staff are expected to be willing to travel as their role requires them.

CoolLED's Mission

To advance science and industry with cutting-edge, solid-state illumination systems that transform optical inspection and imaging research to better people's lives

Our Values

Ambitious



In what we plan to achieve

Committed



to deliver our ambitious plans

Supportive



of our customers, each other and the environment

Innovative



In how we solve challenges