



Job Title: Land to Market - Client Success Manager

Report To: COO

Status: Full Time

Location: Remote

Date: 03.03.2022

[Land to Market](#) (L2M) - the world's first verified regenerative sourcing solution for meat, dairy, wool and leather. This entity is spin-off of the Savory Institute and the organization has been designed to use market forces to accelerate the regeneration of lands around the world in accordance with SI's mission.

Land to Market Client Success Manager

The Land to Market Client Success Manager will take a leadership role in managing the life cycles of client contracts and ensure successful implementation of the deliverables outlined in Land to Market's standard and custom membership agreements. This role will have a propensity for relationship development and provide strong organizational and communications efforts to give the client an optimal experience that improves throughout every engagement. Ongoing improvement in client health will be designed and tracked by the Client Success Manager to maintain retention and increased opportunity for providing Land to Market offerings.

Responsibilities

- Project Manage new and existing partnerships with corporations, processors, aggregators, and logistics companies to both expand revenue streams and serve existing member clients.
 - Navigate and maintain contract agreements, use of trademarks and logos for global alignment and stability. This will involve:
 - Regular check-ins with clients
 - Supporting clients by solving problems, getting them materials, removing barriers, and finding the right team member or external resource to serve them.
 - Distilling feedback to influence the evolution of the program
 - Participate in multi stakeholder and multi organization teams.
- Co-designing SOPs and KPI's, to best serve our clients.
- Work with MarComms team to develop collateral to share with member clients as to how to communicate about regenerative agriculture. This often includes bespoke media projects or communications from the clients to their customers.
- Work directly with the Supply Chain Team to ensure success of Supply related deliverables in client contracts.
- Facilitate translation of necessary L2M collateral into local languages where necessary.
- Provide feedback from clients for the evolution of new markets related to ecosystem services and EOUs which will go beyond carbon markets.
- Monitor and provide feedback on competition and other regional initiatives going after the same market share as L2M.
- Host category-specific client meetups to foster further collaboration.
- Be available to represent the organization with local media, external partners and constituency groups, as requested.
- Lay the foundation to build cross-functional teams to guide and nourish sustainable, long-term growth.



- Update and track all interactions within appropriate L2M technology platforms (Salesforce, L2M Platform, Asana, Etc.) to track KPIs and keep client data up to date
- Identifies and develops new business opportunities, while keeping an eye on emerging markets and trends.
- Provides feedback in co-designing annual revenue targets and sales KPIs
- Builds relationships with customers, suppliers, distributors, partners, and vendors.
- Evaluates existing partnerships and sales efforts with an eye toward building on what works and changing what doesn't.
- Develops and strengthens internal and external relationships that will lead to increased lead generation and market share.
- Fosters and works to maintain an entrepreneurial growth culture throughout the company and across all teams and work functions.
- Identifies and recommends new services.
- Provides advice on product/service development and distribution and promotion strategies.
- Builds and maintains relationships with vendors.
- Conducts webinars and presentations to raise the brand or product profile.
- Helps direct development of customer-facing web platforms and digital experiences.

The ideal candidate should have the skills to provide top-shelf customer relations, have strong communication and marketing skills, excel at project management and problem solving, be apt at inspiring people, and be excited to work on a collaborative team. The Land to Market business is a rapidly growing startup within the Savory Institute that requires our small team to take on other responsibilities as needed beyond what has been outlined above. This role will require adaptability and willingness to jump in wherever and whenever requested.