

## STRATEGIC CUSTOMER SUCCESS ROLE

# Customer Success Manager

Own relationships with TrueRoll's highest-ARR customers – the strategic partner who turns customer insight into action and relationships into long-term partnerships.

## ABOUT THE ROLE

We're hiring a **strategic account manager** to own relationships with TrueRoll's highest ARR customers. This role is critical to retention and expansion strategy and calls for someone who is relationship-first, detail-oriented, and deliberate in driving measurable value for both the customer and the business.

You'll define with the customer what success looks like for each account, communicate it clearly to internal teams, and build the engagement plan to get there. **You'll set the cadence, lead the strategy**, and make sure every stakeholder knows where things stand and what comes next. When accounts need more hands-on support, you'll step in as the escalation point and lead onboarding directly – including in-person training when the situation calls for it.

### REPORTS TO

**Lead, Customer Success Manager**

### LOCATION

**Remote · Midwest or Texas preferred**

### TRAVEL

**Up to 30%**

## What You'll Do

Ten core responsibilities defining the day-to-day of the role

- 01 Own top ARR accounts** as their strategic partner and single point of contact.
- 02 Build trust with decision-makers** and stakeholders – relationships that drive retention and expansion.
- 03 Serve as escalation point** for complex issues, high-stakes situations, or accounts needing elevated attention – often in person.
- 04 Define engagement cadence** for each customer and ensure meaningful, consistent touchpoints.
- 05 Represent TrueRoll** at conferences and in-person meetings that drive long-term relationships.
- 06 Lead customer meetings** that align on goals, surface risks, highlight wins, and move work forward.
- 07 Lead onboarding** for high-touch accounts requiring deeper guidance, in-person training, or structured implementation.
- 08 Partner with Sales** on renewals, expansion opportunities, and multi-year deal structuring.
- 09 Inform the roadmap** – share customer priorities, risks, and value gaps with Product and Delivery.
- 10 Keep stakeholders aligned** through clear, consistent communication and clean records in HubSpot.

## Key Performance Indicators

How success is measured in this role

### Retention & Renewal

Retention and on-time renewal of assigned accounts

### Expansion Growth

Expansion and multi-year deal growth within top accounts

### Engagement Quality

Frequency and quality of meetings, touchpoints, and on-sites

### CRM Hygiene

Clarity and accuracy of account documentation in CRM

### Risks Surfaced

Number of strategic risks surfaced and mitigated early

### Internal Collaboration

Strength of work across Sales, Product, and Delivery

### Customer Referenceability

Customer satisfaction and referenceability from top 10 accounts

## What We're Looking For

- ✓ **5+ years** managing strategic accounts or senior customer success relationships in SaaS.
- ✓ **Owned executive relationships** and served as a trusted advisor to senior stakeholders.
- ✓ **Renewal negotiation** experience with complex, multi-stakeholder accounts.
- ✓ **Comfortable with ambiguity** and working cross-functionally across departments.
- ✓ **Confident communicator** – both written and verbal – with internal and external audiences.
- ✓ **Strong operator** who can document what matters and stay organized across multiple high-value accounts.
- ✓ **Willing to travel** for key meetings and conferences.
- ✓ **Familiar with HubSpot** or similar customer success and CRM systems.
- ★ **Bonus:** Experience in government, civic tech, or public sector.
- ★ **Bonus:** Located in Texas or Midwest, with strong executive presence and comfort across hands-on users and C-level leaders.

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