

Account Manager - Wales

Job Specification

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| Team: | Business Development |
| Line Manager: | Head of Business Development |
| Location: | Cardiff - willing to travel |
| Salary: | Circa £36,000 |
| Hours: | 35 hours, Monday to Friday |

Purpose and Objectives:

- To lead on Account Management for all our current centres in Wales and responsible for business growth in Wales in line with sector strategy growth targets.
- Ensure all business targets and objectives are met for account management and business development in Wales.
- Support with the development of a range of key reports on all sales activity in Wales.
- Analyse all providers in Wales and target growth opportunities based on this analysis and in-line with NOCN growth strategy.
- Monitor and report on all sales activity to agreed KPIs on as monthly basis to your line a manager and, where required, the Senior Leadership Team (SLT).
- Strategically manage key and large accounts effectively.
- Grow the NOCN employer and large account portfolio in Wales.
- By proactive and effective management of the business development and account management team maintain and grow the existing sales levels of current customers and expand the customer and client base in each geographic region and across the UK.
- To raise the profile of NOCN in Wales in conjunction with the Group Marketing Team, SMT and Head of Account Management.
- Ensure functions are efficient and effectively support the organisation to help achieve its goals whilst retaining regulatory compliance in Wales.

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| <i>Last edited:</i> 27/03/2019 | <i>Last edited by:</i> |
| Account Manager Wales | <i>Page 1 of 4</i> |

Duties and Responsibilities are to:

- Results driven, you will maximise the sales turnover and profitability across all key areas in Wales.
- Support the further development and operating plan for Wales in line with the strategic business plan.
- Conducting market research and reviewing the customer and client base in line with changing government educational strategy/policy and identify potential for future products through on-going visits to customers and potential customers, as well as end users.
- Review the current client base and market and map this into strategic market segments and identify and target key customers for each geographical area.
- Manage key national providers in Wales to achieve growth in the uptake of products and services, in line with targets and to ensure excellent customer service.
- Prepare presentations and other documents/marketing materials to meet customer and employer needs.
- Deliver excellent customer services and a consistent, high level of quality assurance to support the growth of business in Wales.
- Oversee a bilingual customer support function in Wales which will offer dedicated support to providers and process new business enquiries, centre approvals, registrations and awards.
- Produce monthly reports based on activity, income and growth for your line manager and the SLT as required.
- Produce monthly updates for the SLT, Business Development Team and, where required, the Product Development Team on changes to policy in Wales that may impact on NOCN's products and services.
- Attend regulatory and appropriate sector meetings in Wales and report back to 'Heads of' and SLT to ensure they are kept up to date.
- Oversee and attend NOCN events and workshops which will be delivered in Wales. To liaise with stakeholders as required.
- Undertake any other duties as appropriate to the post as requested by your line manager, SLT and the Deputy Group Managing Director.

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| <i>Last edited:</i> 27/03/2019 | <i>Last edited by:</i> |
| Account Manager Wales | <i>Page 2 of 4</i> |

Key Relationships:

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| Internal | Group Managing Director Deputy Group Managing Director Executive Directors and Directors Heads of Department Managers NOCN Staff NOCN Delivery Partner personnel, where appropriate |
| External | Qualification Wales Wales Customers Suppliers Other external stakeholders as appropriate – Ofqual, IFATE etc. |

Person Specification:

| | Criteria | Essential / Desirable |
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| Education and Personal Development | Degree or similar High Level Qualification | Essential |
| | Sales Qualification | Desirable |
| | Evidence of continued professional development | Essential |
| Knowledge and Experience | Good knowledge of the challenges facing the educational sector and the ability to turn these into opportunities for NOCN | Essential |
| | Experience of selling goods and services to employers | Essential |
| | At least three years' experience of selling | Essential |
| | Experience of working in education or related discipline | Essential |
| | Knowledge of End Point Assessment | Essential |
| | Experience of proactive cold calling | Essential |
| | Recent experience of Account Management | Essential |
| | Good knowledge of Education Delivery Providers – Employers, FE Sector, Private Training Providers, Work Based Learning | Desirable |
| | Training and development needs of employers and their employees | Essential |
| | Knowledge of Apprenticeships | Desirable |
| | The ability to plan strategically with strong commercial acumen. | Essential |
| | Autonomous approach with a positive 'can do' attitude. | Essential |
| | An open and likeable personality with honesty and integrity. | Essential |
| | Strong verbal and written communication skills. | Essential |
| | Proven track record in annual price reviews, and other major pricing discussions with clients. | Essential |
| Skills and Personal Attributes | Ability to influence and negotiate | Essential |
| | Ability to make considered judgements | Essential |
| | Excellent written and verbal communication skills | Essential |
| | Advanced analytical abilities | Essential |
| | Ability to work on own initiative | Essential |
| | Attention to detail | Essential |
| | Ability to plan and organise work to meet challenging deadlines | Essential |
| | Excellent team working skills | Essential |
| | Hunger to succeed | Essential |
| | Competent IT user including all Microsoft Office products | Essential |
| | Flexibility in working hours when required | Essential |
| | Willingness to travel across Wales and, where required, UK wide and possibly internationally. | Essential |
| | Commitment to the organisations Values of Responsive, Supportive, Honest, Ethical, Open, Innovative and Respectful | Essential |