

Name:	
Title: Employer Account Manager	Department: Commercial
Reporting to: Deputy Head of Sales	Grade: 4

Job Purpose:

Reporting to the Deputy Head of Sales (DHOS), the Employer Account Manager (EAM) will be responsible for maintaining and growing the Ascentis business within the employer market.

The role will require a split focus across Ascentis Functional Skills and general qualification offerings, ensuring opportunities are maximised at the correct points throughout the year. The EAM will be responsible for creating and implementing, with the DHOS a strategy for growing the Ascentis qualification range with employers. The Employer Account Manager will hold holistic national responsibility for new and existing customers, and overall sales performance for employer accounts. The role will act as a key contact point for existing customers, developing relationships at all levels to identify and manage new business opportunities to grow the account.

Job Responsibility:

Strategic

1. Work with DHOS to have a good understanding of corporate objectives in order to prioritise focus to deliver required growth
2. Remain flexible to the changing needs of the business, adapting to change where necessary to mitigate external factors and achieve overall targets
3. Create and deliver cohesive employer sales plans and drive sales growth across all Ascentis products and services aligned to the needs of a variety of employers
4. Ensure time is managed effectively in order to meet the needs of Ascentis, planning the most appropriate times to maximise potential with a variety of employer types
5. Work with the DHOS in budget forecasting and monitoring for Ascentis products, specifically targeting Functional Skills provision
6. Deliver employer income targets, report on performance across both existing and new customers
7. Take ownership of regional communication, working with the Marketing team to increase brand presence
8. Gather feedback from all customers to feedback into the product development teams to ensure our product remains innovative and meets the needs of our customers
9. Remain flexible to changing demands of the market and adapt to regulatory and customer needs
10. Support and feed into the employer marketing strategy
11. Work with the Customer Services team to ensure proactive communication between all parties
12. Input on wider strategic discussions regarding overall commercial strategy, customer journey, pricing and positioning representing insight from new and existing customers within the employer sector

New & Existing Customers

13. Present to external audiences and key decision makers in suitable employer and/or other relevant settings about Ascentis and other appropriate products with a view to generate sales
14. Act upon market intelligence to support the development and implementation of creative selling strategies in liaison with the Deputy Head of Sales
15. Ensure new business pipeline is populated in CRM, to track performance and assist with budget setting
16. Organise your own work to ensure that all leads and opportunities are followed up consistently with the customers and communicate this to Ascentis regularly as required by the Deputy Head of Sales
17. Build and Develop relationships in order to create partnerships with customers in region, to add value and mutually achieve growth potential
18. Track and report on negative feedback or issues with either new or existing customers that is either preventing or hindering income and take relevant action reporting and following up
19. Maintain up-to-date CRM ensuring all customer information is updated and monitored accordingly creating and running required reports to maximise opportunities with new and existing customers

20. Investigate opportunities outside of sectors currently operated within

General

21. Develop a thorough understanding of all Ascentis products which you will be required to promote and sell as well as maintaining current understanding of changes within the employer sector
22. Collaborate with the RAM's to share best practices and cross promote across their regions where relevant
23. Be a member of relevant project teams, contribute to, and attend other meetings as necessary
24. Guide and mentor the work of the Account Executives where appropriate, including sharing best practice and collaboratively working together at events and customer meetings
25. Establish and build relationship with Development team and utilise their knowledge to assist with customer meetings where in-depth qualification knowledge is required
26. Collaborate with the Marketing team to design and deliver any promotional events, conferences or other events as required, attend and evaluate the success of such events in relation to sales generated
27. Monitor the effectiveness of employer sales and marketing activity including lead and sale generation
28. Manage time and focus effectively to achieve Ascentis targets
29. Undertake travel as and when required, inclusive of overnight stays
30. Manage travel schedule and working hours effectively and remain flexible to emergent opportunities

Success Measures

31. Current Customers: retention of current business and delivery of growth potential
32. New Business: identification of business potential, conversion to customers and income generation
33. Adherence to customer call and visit cycles

The following responsibilities apply to all roles:

34. Contribute as required to regulatory compliance and engage with other processes including business continuity, risk management and the internal audit process
35. Contribute to the improvement of customer service
36. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed commensurate to this role

As a member of staff for the Ascentis Group you will be expected to:

37. Understand and be committed to the Ascentis Vision
38. Work hard and flexibly to achieve your targets and those of the Company and be positive at all times
39. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets
40. Work flexibly to meet the needs of our customers
41. Implement strategies to achieve continuous improvement in your own performance

Status of this Job Description

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Accountability

- Deputy Head of Sales
- Group Commercial Director
- Group Chief Executive Officer

Key Contacts

- Staff at all levels in Ascentis
- Recognised centres and potential customers

- External verifiers and associates
- Contractors

Key Attributes (E-Essential, D-Desirable, P-Potential):

1. Demonstrable sales experience with clear results (E)
2. Experience within the employer sector (D)
3. Excellent project management skills (E)
4. Excellent verbal and written communication skills (E)
5. Proven ability to work both independently and as a member of a team effectively (E)
6. Ability to organise and prioritise workload (E)
7. Ability to achieve agreed targets and to work to deadlines (E)
8. Positive attitude to change, development and quality (E)
9. Competent in the application and operation of ICT (E)
10. Demonstrable commitment to a high standard of customer service (E)
11. Ability to travel, work flexibly including unsocial hours and to stay over, as required (E)
12. Current, clean driving licence and vehicle owner (E)
13. To act as a role model, abiding by Ascentis principles and values (E)

Agreed:

Post Holder _____ Date _____