

Education Partnership Manager

Basic information

Band: C

Job family: Sales

Terms: Permanent

Location: Cheltenham

Reports to: Head of Media

Business unit: UCAS Media

Additional conditions:

UK/overseas travel, overnight stays, and a driving licence



Role purpose:

To lead strategic partnerships with education providers and our critical engagements, developing cycle-wide project plans, innovative media developments, insight consulting, and owning the performance-based partnership contracts. Lead on the development, sale, and delivery of the entire plans with support from the Sales Team, and escalate to senior management for influencing and consultation where appropriate.

Key duties and responsibilities:

- Sell, scope, and secure our partnerships, leading more than six engagements a year, worth a minimum of £1.2m in total revenue.
- Effectively connect data, insight, media, and services into a single, seamless client experience.
- Develop and lead client partners in the execution of large scale annual deals with clients, and on the fulfilment of partnerships to create an effective client service team.
- Lead product developments with internal suppliers, to continually progress our portfolio and broaden the successes of partnerships to all products and client tiers.
- Successfully set up fresh business developments with market launch, marketing, client engagement, and widescale operational influence, to ensure a successful start to a service.

- Define processes, operations, and contractual relationships across all internal and external departments, to provide the best service for our clients, and maximise business for UCAS Media.
- Consult with client partners and clients alike to define the expectations for a sale, and confirm the outcomes and engagement mechanics to make it a success.
- Work collaboratively with Operations, Technology, Campaign Delivery, Ad Operations, Marketing, Finance, and other teams to ensure a seamless process.
- Lead client partners to maintain communication, and media and marketing campaign execution, across all clients.
- Contribute to the financial planning of the team, through the provision of accurate campaign forecasts and fulfilment.
- Prospect existing and new clients, both during and after a campaign, for upsell and cross-sell potential, to maximise their results and their ongoing relationship with UCAS Media.
- Champion the customer voice to assist with future product and service developments.
- Craft and execute a partnership programme of activity to guide clients through the lifecycle of the proposition.
- Drive and deliver effective data insight into our markets, with particular attention to the international arena.
- Lead consultations with clients to better understand the markets they can reach, including how to secure them, and informing their strategy with recommendations.
- Contribute to internal projects, developing innovative ideas, and ensuring they align to business goals.
- Support the enhancement and integration of UCAS' systems to better improve our processes, efficiencies of operations, and the client experience.
- Educate clients on our products and processes, to bring about change in the sector, and further transform the UCAS Media market reputation.
- Handle client complaints professionally, and work to deliver on expectations, as well as documenting and contributing to the measurement of client KPIs.
- Manage campaign performance against challenging pricing methods, to deliver value to UCAS Media's targets, and ensure effective financial controls to invoice and charge correctly.
- Maintain product knowledge, and knowledge of the end-to-end fulfilment process.
- Present and pitch on propositions with a high level of engagement and belief.
- Contribute to ad hoc internal projects.
- Build collaborative internal relationships across customer fulfilment, using technical and specialist resource where required.

Accountabilities:

Primary customers/stakeholders:

- **Internal:** UCAS Media General Manager, Head of Sales, Head of Insight Sales, Sales Manager, Advertising Optimisation Manager, Market Intelligence Manager, Head of Marketing, and the Creative Studio.
- **External:** Agency owners, agency managing partners, agency account directors, agency account managers, agency account executives, higher education provider (HEP) heads of marketing, HEP marketing managers, HEP marketing officers, HEP heads of admissions, and HEP admissions officers.

Financial authorities:

- Authority to generate revenue and manage budgets.
- Authority to agree costs on high value contracts.
- Authority to set product pricing levels.

Non-financial authorities:

- Authority to resolve client disputes and complaints.
- Authority to represent the UCAS Media department to internal and external audiences.

Person specification:

- Ability to present and influence at a senior level (internally and externally).
- Ability to identify problems and implement innovative solutions.
- Ability to lead on internal projects, and work collaboratively across the organisation.
- An extensive existing network of industry contacts to generate new business.
- Knowledge and experience of digital marketing.
- Ability to develop market and competitor insights, in partnership with our internal marketing function.
- Ability to line manage and mentor direct reports, to support development and progression.
- Active commitment to personal development.
- Ability to solve problems, and spot opportunities for upsell and account development through creative selling.
- Ability to work autonomously.
- Ability to work under pressure, remaining in control, with a high level of authority and authenticity.
- Strong organisational skills.
- Highly effective planning, coordination, and time management.
- Highly numerate, with the ability to do financial planning, reporting, and forecasting.
- Strong analytical skills to inform account plans and solutions for customers.
- Computer literate – Word, Excel, and PowerPoint.
- Understanding of CRM systems.

Qualifications

- Degree or equivalent (desirable).
- Direct marketing/marketing qualification.

Experience

- A minimum of three years' experience in media and marketing campaign management (desirable).
- A minimum of three years' experience in data consulting, market research, or insight (desirable).
- A minimum of three years' experience in consultative sales and business development.
- Experience of managing key existing accounts and renewal responsibility (desirable).
- Sales/team management experience.
- Knowledge of marketing practices (direct marketing, data sales, and press advertising).
- Experience in a targeted environment.
- Good understanding of the education sector/commercial experience/graduate and apprenticeship recruitment (desirable).
- Experience of business-to-business marketing.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer-focused – We understand what our customers want, and we act on their changing needs.

Collaborative – We collectively create an engaging and positive work environment.

Accountable – We take ownership of our individual and organisational performance.

Service excellence – We realise, grow, and maximise our potential.

Trusted – Individuals are trusted to make informed decisions and take appropriate risks.