

# Account Manager

## Basic information

**Band:** E

**Job family:** Sales

**Terms:** Permanent

**Location:** Cheltenham

**Reports to:** Sales Manager

**Business unit:** UCAS Media



## Role purpose:

To build and maintain professional customer relationships, identifying value-based solutions to fit the needs of the business and deliver targeted revenue.

## Key duties and responsibilities:

- Achieve a set revenue target (personal and team), by selling a value-based solutions to maximise ROI for the customer and maintain long-term relationships.
- Manage your individual account, sales plans and activities, to ensure we are demonstrating true value and customer advocacy.
- Produce clear sales plans and documentation in the customer relationship management (CRM) system, so we have complete transparency and consistency in how we are delivering for our customers.
- Maximise opportunities with customers, using unique relational insights to deliver real value.
- Contribute to the financial planning of the team, through the provision of accurate sales forecasts and fulfilment.
- Prospect and introduce new clients to UCAS and the marketing and recruitment solutions we provide, both over the phone and face-to-face.

- Represent UCAS Media at industry events.
- Maintain product knowledge and end-to-end fulfilment processes.
- Present and pitch on propositions, with a high level of engagement and belief.
- Accurately use the CRM system to maximise effectiveness of sales activities.
- Report on findings and share information and experience with colleagues, increasing company knowledge of sector.
- Engage with the market sector actively, seeking out information to share with others.

#### Accountabilities:

##### Primary customers/stakeholders:

- **Internal:** Managing Director of UCAS Media, UCAS Media General Manager, Head of Education Sales, Head of Career Sales, Head of Strategy and Insight, Agency Sales Manager, Education Sales Manager, Commercial Sales Manager, Advertising Optimisation Manager, Market Intelligence Manager, Head of Marketing Communications, Brand and Creative Team.
- **External:** from agencies – owners, managing partners, account directors, account managers, account executives. From higher education providers – heads of marketing, marketing managers, marketing officers, heads of admissions, admissions officers.

##### Financial authorities:

- Authority to generate revenue and manage budgets.
- Account management on bronze

##### 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 senior level (internally and externally).
- Ability to identify problems and offer innovative solutions to senior managers.
- Ability to work collaboratively across internal and external partnerships.
- Ability to problem solve and spot opportunities for upsell and account development through creative selling.
- Active commitment to personal development.
- Ability to work under pressure, assertive, remaining in control with a high level of authority and authenticity.
- Strong organisational skills.
- Highly effective planning, coordination and time management.
- Strong analytical skills, ability to match customer need with solution.
- Computer literate – Word, Excel, PowerPoint.
- Knowledge of CRM systems.

**Qualifications**

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

**Experience**

- Proven sales experience.
- Some experience of generating new business.
- Good understanding of the education sector (desirable).
- Knowledge of marketing practices (direct marketing, data sales and press advertising).
- 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** – We always look through the customer lens. The logic of the customer is the logic of UCAS.

**Commitment** – When we commit we deliver on time, quality and budget or we negotiate changed commitments for good reason. We never leave commitments uncovered.

**Team** – We work collaboratively. When we commit we commit as an individual and as a team. We strive for and support team success as well as individual success.

**Outcomes** – We plan and do things to achieve outcomes. We define them, aspire to them and deliver them.

**Agility** – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams and strive for the right outcomes.

**Extraordinary** – We are ambitious for our customers, for UCAS and for our teams. We want more than ordinary outcomes: We strive to achieve extra-ordinary outcomes, extra-ordinary customer focus and an extra-ordinary culture of high performance and quality of focus