

Senior Account Manager

Basic information

Band: D

Job family: Sales

Terms: Permanent

Location: London

Reports to: Head of Sales

Business unit: UCAS Media



Role purpose:

To build and maintain professional customer relationships, identifying value-based solutions to fit the needs of the business to deliver targeted revenue. With a passion for customer service, you will help shape and drive the sales strategy, providing a role model for colleagues.

Key duties and responsibilities:

- To 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.
- Managing your individual account, sales plans and activities to ensure we are demonstrating true value and customer advocacy.
- To produce clear sales plans documentation in CRM, so we have complete transparency and consistency in how we are delivering for our customers.
- To maximise the opportunity with customers, using unique relational insights to deliver real value.
- To contribute to the financial planning of the team through the provision of accurate sales forecasts and fulfilment.
- To prospect and introduce new clients to UCAS and the marketing and recruitment solutions we provide, both over the phone and face-to-face.
- To effectively contribute to internal projects, developing innovative ideas ensuring they align to business goals.

- To represent UCAS Media at industry events.
- To maintain a visible senior presence in team engagement and external stakeholder management.
- To maintain product knowledge and end-to-end fulfilment process.
- To present and pitch on propositions with a high level of engagement and belief.
- To contribute to ad hoc internal projects in relation to UCAS Media strategy.
- To build collaborative internal relationships across customer fulfilment and resourceful in using technical and specialist resource, where required.
- To understand changing trends in the market to gain insight to deliver value to the customer.
- To accurately use the CRM system to maximise effectiveness of sales activities.
- To report on findings and share information and experience with colleagues, increasing company knowledge of sector.
- To mentor and coach account managers and executives on best practice use of methodologies.

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, the Brand and Creative Team.
- **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, HEP admissions officers (UCAS members).

Financial authorities:

- Authority to generate revenue (around £300-400k careers, £400k- £1.2m general) 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 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.
- Active commitment to personal development.
- Ability to problem solve and spot opportunities for upsell and account development through creative selling.
- Ability to work autonomously.
- 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.
- 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, PowerPoint.
- Understanding of CRM systems.

Qualifications

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

- Proven sales experience.
- Experience generating new business.
- Experience of managing key existing accounts and renewal responsibility.
- Sales/team management experience (desirable).
- Knowledge of marketing practices (direct marketing, data sales and press advertising).
- Experience gained within a targeted environment.
- Good understanding of the education sector/commercial experience/graduate and apprenticeship recruitment.
- 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 extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.