

Account Manager (Events)

Basic information

Band: E

Job family: Sales

Terms: Permanent

Location: Cheltenham

Reports to: Sales Manager

Team: Z1

Business unit: UCAS Media



Role purpose:

To account manage, build and maintain professional customer relationships, in relation to the sales of events space and marketing solutions, to fit the needs of the business in delivering targeted revenue.

Key duties and responsibilities:

- Achieve a set revenue target by selling a portfolio of events-based products and services to higher education providers, professional bodies, graduate employers, charitable organisations, and commercial companies.
- Account manage and develop relationships with external clients, to provide consistency and high levels of customer service, and to maximise potential income through events-related products and services.
- Work collaboratively between the Events Team, UCAS Media account managers/account executives and other teams at UCAS, to ensure a joined-up, inter-departmental approach to product, cross-promotional, and sponsorship opportunities.
- Produce and manage financial reports against revenue-based targets, member subscriptions, budgets, and forecasts.
- Produce and present proposals and presentations to existing and potential clients.
- Maintain a flexible approach to working hours, travelling to and from client meetings and events as required.

- Represent Events Sales and UCAS Media at internal and 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 the sector.
- Be engaged and curious about 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 Sales, Head of Career Sales, Head of Strategy and Insight, Sales Managers, Advertising Optimisation Manager, Market Intelligence Manager, Head of Marketing Communications, Brand and Creative Team, Head of Events, Senior Events Manager, wider Events Team, Customer Experience and Marketing Department.
- **External:** HELOA; university and college – heads of marketing, marketing managers, marketing officers, heads of admissions, admissions officers; commercial organisations/companies, charities, and other relevant IAG providers.

Financial authorities:

- Authority to generate revenue.

Non-financial authorities:

- Authority to resolve client disputes and complaints alongside Senior Event Sales Manager/Sales Manager.
- 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).
- Computer literate – Word, Excel, PowerPoint.
- Ability to identify problems and offer innovative solutions to managers of all levels.
- 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.

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