



Job Details	November 2020
Job Title	Customer Account Manager (Childcare)
Department	Sales and Marketing
Reporting to	Senior Account Manager
No. Reports	None
Location	Wales
Hours of Work	8.30am – 16:30pm The standard hours will be 37.5 per week but the nature of the role will, on occasions, require working in excess of these hours to ensure core objectives are achieved. This may include evening and weekend work.

Purpose of Job / Company Values

You will develop effective relationships with new and existing customers and act as their designated point of contact for all Apprenticeship queries; ensuring that their needs and expectations are managed effectively and reliably at all times. You will also develop a strategic customer base whereby Educ8 is positioned as the 'provider of choice' for the employer's requirements in terms of recruitment (new Apprenticeships) and staff training. You will engage with high quality, proactive employers that are able and willing to benefit from our complete range of products and therefore offer a high return on investment. In addition, you will contribute to the delivery and improvement of our Employer Engagement Strategy by gathering employer feedback and making recommendations for improvements where appropriate.

Key to the role is the achievement of monthly and annual performance targets/KPIs relating to Apprenticeship starts in specified routes and sectors.

Finally, you will contribute effectively to the Sales & Marketing team and act as an ambassador for the company; representing Educ8 positively at all times and actively seeking new opportunities for business development.

Key Responsibilities / Accountabilities

- To continuously assess the marketplace and labour market information to ensure that Educ8's marketing activities respond positively and proactively to economic changes and meet the demands of existing and potential customers.
- To develop and maintain knowledge of all products, services and competitors ensuring that we are well positioned in the marketplace to recognise any potential opportunities
- To expand and improve Educ8's strategic customer base by identifying and recommending potential areas for growth and diversification
- To effectively implement business development and account management to ensure that monthly and annual targets are achieved
- To develop positive and rewarding working relationships and partnerships through regular meetings and communication with high quality employers and partners
- To be the designated point of contact for employers working strategically with them to understand their business needs and to ensure that their requirements are identified and met with access to ALL of Educ8's products and services.
- To effectively manage existing accounts providing monthly learner progress reports and to regularly review and identify possible training requirements
- To communicate effectively with employers and learners via email, post, telephone, video conferencing and face-to-face meetings
- To deliver presentations and sales proposals and to provide training needs analysis when required
- To facilitate service level agreement arrangements with employers where appropriate

- To attend networking events, business networks and seminars to promote products and services to broaden Educ8's customer network
- To fully utilise Educ8's CRM system to manage customer relations
- To conduct Health & Safety appraisals for new and existing customers when required
- To establish learner suitability and ensure that evidence supplied meets Welsh Government eligibility criteria
- To feedback any customer issues to the Senior Account Manager/National Account Manager in a timely manner

Essential Criteria

- Experience of employer engagement and developing strategic customer relationships
- Experience/knowledge of Childcare settings
- Competence in using Microsoft Word, Excel and PowerPoint
- Understanding of the training industry and the employability market (i.e. Kickstart, other employability programmes and the Apprenticeship program)
- Credible and confident communicator (written and verbal) at all levels.
- Resilience
- High levels of organisation
- Excellent presentation skills
- Expert negotiating and influencing skills
- Ability to influence at a senior level, both internally and externally
- Tenacious and results driven with sound business judgement
- Passionate about achieving high levels of excellence
- Highly energised and motivated with a high level of commitment
- Hands-on approach and 'can do' attitude
- Self-motivated, with the ability to work proactively using own initiative
- Committed to learning and development

Desirable Criteria

- Impressive, demonstrable track record and skills/experience gained within a similar position(s), at a similar level
- Experience in the Work Based Learning arena
- Sales, Account Management, Business Development experience.
- Business Management key contacts and business relationships
- Welsh speaker

Key Technologies

CRM system, Maytas, Credas, Smart Assessor, Office365, video conferencing

Key Relationships

Internal	Administration, Marketing team, Operations department
External	Stakeholders, employers and learners