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| **Job Details** | November 2019 |
| **Job Title** | National Account Manager |
| **Department** | Sales & Marketing |
| **Reporting to** | Sales Director |
| **No. Reports** | 5 |
| **Location** | Wales based, with some client visits within England |
| **Hours of Work** | 08.30 – 16:30  The standard hours will be 37.5 per week (excluding meal breaks) 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. |
| **Salary** | £Neg |

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| **Purpose of Job / Company Values** |  |
| An experienced, high-energy and target driven National Account Manager to lead a team of Customer Account Managers and develop strategic relationships with employers and stakeholders. The role will be responsible for achieving monthly sales targets and managing accounts with employers developing relationships at the right level and generating high value sales. You will also provide mentoring and coaching to your team ensuring they achieve their monthly targets and update the CRM and company systems. This is an Senior Leadership Team (SLT) position which will require report writing and the ability to play an active part on the SLT. | |

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| **Key Responsibilities / Accountabilities** |  |
| * Support the Sales Director with implementation of the sales strategy and achieve monthly team sales targets * Develop and implement a team sales plan to achieve your teams objectives * Identify and develop new strategic client relationships in line with the sales strategy and target customer list * Maintaining client relationships, working closely to maintain agreed sales strategies and customer service targets. * To ensure all processes and procedures are in place for the CRM system * Analyse and report on all team sales MI, identify trends and implement action to improve * Identify new revenue streams that meet business plan objectives * Identifying and prioritising new business opportunities and improving engagement with existing customers * Maximise all cross selling and upselling opportunities promoting the Educ8 portfolio of products and services * Work closely with operational teams to ensure sales activity is aligned to operational capacity and interventions implemented effectively * Ensuring the team maintain and update the CRM system and detailed MI is used to manage sales and engagement activity * Work with the Sales Director to negotiate agreements for contracts with customers ensuring they meet the business objectives and metrics * Attend external events, seminars and networking opportunities that support the sales strategy and positive ROI * Sit on the SLT, producing SLT reports and taking an active part in the senior decision making process | |

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| **Essential Criteria** |  |
| * Proven successful track record in sales and develop high level strategic relationships with customers and stakeholders * Results driven, possessing a proven track record of delivering against targets * Strong business development and organisation skills * Good people management skills with the ability to motivate and inspire a team * Proven business acumen and resilience * Innovation, drive and enthusiasm * Minimum of 5 years’ experience in a similar role leading a high performing sales team and proven ability to meet and exceed targets * Ability to align to the strong values base of the company | |

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| **Desirable Criteria** |  |
| * Experience within the education and skills sector (preferably in Apprenticeships) * Experience of B2B sales and developing C-Level relationships | |

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| **Key Technologies** |  |
| CRM  Digital recruitment of Learners  Digital Learner and Employer feedback  Office Suite | |

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| **Key Relationships** |  |
| **Internal** | Sales team  Operations teams  Administration and MI teams |
| **External** | Employers  Employer forums and business networks  Welsh Government  Regional Skills Partnerships  Work based learning providers and colleges  FSB, CBI, IOD and Chamber of Commerce |