

Post Title:	Business Account Manager	Post Number:	CS0954P
Daily Supervision:	Head of Sales and Recruitment	Grade:	CSS Scale 7
Department:	Business Development	Last Updated:	October 2024

LINCOLN COLLEGE JOB DESCRIPTION

Our Purpose:

To be an extraordinary employer-led organisation; producing a highly skilled and productive local workforce.

Our Mindset:



Job Purpose:

The Business Account Manager is responsible for the development of existing employer relationships with small & medium sizes businesses in order to achieve product, learner and revenue targets, as agreed with the Head of Sales and Recruitment as well as identify further opportunities to generate new business with small/medium sized employer from across the region.

The main focus of this role is to maintain and develop excellent customer relationships through the delivery of outstanding customer service. As the lead point of contact, the Business Account Manager will hold periodic Customer Reviews either in person or remotely via telephone/digital platforms. Expert in building rapport and understanding customer challenges and needs, the BAM will grow and develop their accounts by accessing new business opportunities and upselling to existing accounts.

Sales leads will primarily be generated by the BAM themselves via telephoning and visiting their existing caseload and by calling on the businesses within their territory and using social media and the Marketing Team’s expertise to proactively engage with customers.



PRINCIPAL DUTIES AND RESPONSIBILITIES:

1. Achieve all sales targets as directed by the Head of Sales and Recruitment.
2. Act as the lead point of contact for your caseload.
3. Complete appropriate sales activity to generate customer appointments, including telephone, digital and social media campaigns.
4. Provide accurate and timely sales forecasts for future engagements, ensuring a weighted pipeline is accurate and up to date.
5. Build rapport and develop strong business partnerships with SME employers to ensure that Lincoln College Group becomes their first-choice training provider.
6. Co-ordinate the activity of other College departments with your employers to deliver an excellent, consistent service.
7. Achieve a Customer Satisfaction score of at least 8/10 following employer engagement.
8. Provide timely and accurate feedback from appointments to the Head of Sales and Recruitment.
9. Have an in-depth understanding of the College's portfolio of training courses, funding streams, services and capabilities that can be promoted to business regardless of their size or sector specialism.
10. Represent the college at a range of internal and external networking events to promote the college as a provider of choice.
11. To raise employers' awareness of emerging changes in policy, legislation and statutory responsibility aligning these to College training and services.
12. To ensure that contracts and service level agreements or training agreements are drawn up in line with standard College practice and meet the audit requirements of the College and Funding Agency.
13. To update the college Customer Relationship Management (CRM) database within 24 hours of each interaction.
14. To maintain and comply with the college's standards set for all aspects of Customer Service and Employer Engagement
15. To operate within the College's Quality Assurance system for programme management.
16. To attend regular meetings with associated college staff members.
17. To accept responsibility for the implementation of the College's Equal Opportunities policy throughout all personal contacts in the College and within this area of responsibility.
18. To maintain professional standards and expertise by undertaking relevant professional development, including ensuring that knowledge regarding changes to relevant legislation is kept up to date.
19. To maintain quality standards appropriate to the post.
20. To conform with the Health and Safety requirements relevant to the post.
21. To be responsible for the safeguarding and promoting the welfare of children wherever applicable within the role.

N.B. This is not a complete statement of all duties and responsibilities of this post. The postholder may be required to carry out other lawful and reasonable duties as directed by a supervising manager.



PERSON SPECIFICATION

	Knowledge	PSM
1	Experience of classroom, work based learning and commercial training	A/I
2	Qualified to HNC/D level or equivalent	A/I
3	Good knowledge of the complex FE/training environment, as well as future developments and priorities	A/I
4	Broad overall knowledge/understanding of local and national employer engagement training initiatives and funding structures	A/I
5	Understanding of principles of EFSA funding for apprenticeships, including the apprenticeship levy and AEB funding streams	A/I

	Skills/Abilities – Interpersonal	PSM
6	Excellent inter-personal skills including engagement, active listening and pitch/presentation skills	A/I/T
7	Good communications skills (oral and written)	A/I/T
8	Possess high standards and have good organisational skills, being able to prioritise workloads and deadlines	A/I
9	Customer-centric, empathic and responsive to needs	A/I
10	Able to work on own initiative	A/I
11	The ability to be responsive to the individual needs of customers	A/I
12	The ability to work in a non-discriminatory manner	A/I
13	Responsibility for safeguarding and promoting the welfare of children where applicable	A/I

	Experience	PSM
14	Significant experience of sales and / or marketing and a proven track record in achieving sales targets	A/I
15	Experience of working in the post 16 education and training sector	A/I
16	Previous experience of an employer facing role	A/I

	Work Related Circumstances	PSM
17	The ability and willingness to undertake relevant staff development	A/I
18	Ability and willingness to work flexibly (working hours and locations)	A/I
19	The ability to drive and hold a current driving licence	A/I

	Skills/Abilities - Other	PSM
20	Appropriate level of IT skills to undertake relevant duties, i.e. Word / PowerPoint / Excel or the willingness and ability to undertake relevant training	A/I

Prepared By:	Head of Sales and Recruitment
Date:	February 2024

Proposed Selection Method Key (PSM)		
A = Application	I = Interview	T = Test

