

Post Title:	Key Account Manager	Post Number:	CS1340P
Daily Supervision:	Head of Sales & Recruitment	Grade:	CSS Scale 8
Department:	Business Development	Last Updated:	November 2025

Our Purpose: Be Ready...

Realise Aspirations, Shape Futures, Serve our communities

Our Code:

We CARE deeply about achieving outcomes in the right way and expect staff and students to behave with....

Community

Accountability

Respect

Excellence

Job Purpose

The Key Account Manager (KAM) is responsible for the development of existing employer relationships in order to achieve product, learner and revenue targets, as agreed with the Head of Sales and Recruitment as well as identify opportunities to generate new business with large employers 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 KAM will hold periodic Customer Review meetings and will be expert in building rapport and understanding customer challenges and needs, enabling the KAM to grow and develop their accounts by accessing new business opportunities.

Sales Leads will be generated by the KAM themselves via all contact methods, referrals from the NSM, leads generated from our external lead generation team, social media activity and via marketing campaigns led by the Marketing team.

The KAM will be expected to proactively engage with customers via a variety of methods such as events, networking, face to face, telephone, CRM, social media, and the Marketing Team's expertise.

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 and area.
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 key 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 of appointments to the Head of Sales and Recruitment.
9. To 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 maintain professional standards and expertise by undertaking relevant professional development including participation in the College's Appraisal Scheme.
16. To conform with the Health and Safety requirements relevant to the post.
17. To operate within the College's Quality Assurance system for programme management.
18. To be responsible for the safeguarding and promoting the welfare of children wherever applicable within the role.
19. 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.
20. To attend regular meetings with associated college staff members.

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 level 3 and/or relevant professional qualification	A/I
3. Good knowledge of the complex FE/training environment, as well as future developments and priorities	A/I
4. Broad overall understanding of ESFA funding methodology, and basic understanding of commercial income, expenditure and contribution models	A/I
5. Understanding of principles of ESFA funding for apprenticeships, including the Apprenticeship Levy as well as an understanding of the current labour market and employer/industry skills priorities including the local LEP	A/I

Skills/Abilities – Interpersonal	PSM
6. Possess a good standard of solution selling skills	A/I/T
7. Exceptional inter-personal skills, including engagement, active listening and pitch/presentation skills	A/I/T
8. Customer-centric, empathic and responsive to needs	A/I
9. Possess high standards and have excellent organisational skills, being able to prioritise workloads and deadlines	A/I
10. High level numerical, IT and verbal reasoning skills	A/I
11. Well-developed analytical and presenting skills	A/I
12. Well-developed communication, influencing, negotiating and networking skills.	A/I
13. Responsibility for safeguarding and promoting the welfare of children wherever applicable	A/I
14. Ability to work in a non-discriminatory manner	A/I
15. The ability and willingness to undertake relevant staff development.	A/I

Experience	PSM
16. Experience of successful performance against sales and business development targets in a business to business environment, including a clear understanding of the solution sales process.	A/I
17. Demonstrate experience in generating and managing profitable large-scale employer projects and relationships and exceeding targets	A/I
18. Experience of working in the post 16 education & training sector	A/I

Work Related Circumstances	PSM
19. Ability and willingness to work flexibly, manage time and prioritise work load	A/I
20. Performance orientated with an ability to exceed targets	A/I
21. Ability to travel to other sites and geographical locations (a full valid UK driving licence is recommended)	A/I

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

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

VISION 2030

LINCOLN COLLEGE GROUP STRATEGY 2025-30

OUR PURPOSE *BE READY...*

**REALISE ASPIRATIONS;
SHAPE FUTURES;
SERVE OUR COMMUNITIES.**

OUR CODE

Our Group Code sets the tone of how we behave and achieve our Purpose because **You Matter**.

We **CARE** deeply about achieving outcomes in the right way and expect staff and students to behave with...

COMMUNITY

We will prioritise empathy, compassion and wellbeing. Our goal is to develop a positive community where the mental and physical health of staff, learners, governors and key stakeholders is emphasised.

ACCOUNTABILITY

We will all act with integrity and transparency, take full ownership of our actions and deliver on our commitments, impacts and outcomes.

RESPECT

We will all create an inclusive environment where everyone is valued, trusted and treated with consideration, kindness and fairness.

EXCELLENCE

We will all drive innovation and pursue extraordinary quality through an "ambitious spirit", consistently striving for the highest standards in all we do.

OUR PRIORITIES

Over the next five years we will achieve "Our Purpose" by delivering on our strategic priorities set out in full detail in 7 strategic plans.

In summary we will:

