

Relationship Manager

Job description

Job title:	Relationship Manager
Reports to:	Head of Relationship Management
Responsible for:	No direct reports

SSAT

Schools can be the most inspiring communities on earth, but there can be many pressures that stifle their potential. SSAT is a membership organisation enabling ambitious schools to break through by thinking differently. We help with our knowledge of what works in schools, our world leading CPD programmes and our thriving networks of school leaders and teachers – the most extensive in the country.

At SSAT we're committed to:

- putting customers first and knowing our members well
- a membership offer that's highly relevant and value for money for all schools
- providing high-quality professional development programmes in areas including leadership, teaching and learning and curriculum
- developing a high-performing, enthusiastic team who collaborate to maximise the knowledge and skills of all colleagues

To work at SSAT you should be committed to:

- working together to achieve the organisation's objectives
- contribute to and follow SSAT processes and systems to put our customers, schools and teachers first

The role of Relationship Manager

In order to achieve these aims - by building on existing relationships and developing new ones – SSAT's team of Relationship Managers have the primary objective of ensuring we have a strong, mutually beneficial relationship with every one of our secondary member schools, delivering a high quality and value for money service.

Each Relationship Manager will play a central role in communicating with approximately 200 member schools. They will get to know each school individually through a combination of face-to-face meetings (including school visits), telephone, email and online interaction.

As they learn more about each school by developing multiple contacts, understanding specific strengths and challenges, and agreeing best ways and times to communicate with them, the RM will record and share all gathered intelligence with the rest of SSAT. As the volume of this information increases, so will its value to SSAT for research, product development, sales and marketing, and, importantly, facilitating the network.

The RM will use this information to provide excellent customer service and an optimum membership experience, as well as selling additional opportunities to the member school where a need has been identified; thereby maximising sales to members while avoiding the pitfalls of mass marketing and sales messages.

The RM will also be responsible for the “I saw this and thought of you” element of customer service; providing unexpected, additional, always-relevant information to Members at no extra cost; a great way to create a positive impression likely to influence the all-important renewal decision.

In order to carry out these duties effectively RMs will

- Record all member information centrally using CRM
- Regularly share feedback about member needs and preferences
- Keep up-to-date about all SSAT products and services
- Build and maintain knowledge and awareness of general school issues and developments

Key Accountabilities

- To constantly improve the overall customer relationship, delivering reliable administrative support and customer service.
- Listen to, understand and interpret customer requirements to ensure most appropriate advice at all times.
- To establish strong multiple business relationships within the school, networking effectively across the full breadth of each account with a view to fully identifying all decision makers, influencers, referrers and opportunities in the client’s business.
- Acknowledge customers promptly and treat them in a courteous, professional manner.
- Find out what information, products or services the customer requires to meet his/her needs, providing clear, accurate and relevant information.
- To act as advisor to the client offering appropriate advice regarding all aspects of SSAT’s service to best meet individual/Schools needs and promote fully SSAT’s breadth of service.
- To research and explore strategically the business needs and opportunities of each account.
- To maximise the value of all allocated accounts and achieve or exceed budget growth objectives.
- To effectively close business opportunities and win new business from existing accounts.
- Negotiate effectively both with client and internally to maximise SSAT’s business interest and represent the client fully.
- Use CRM to record notes of all client interactions, summarising any additional actions required, including follow-up calls/meetings.
- Compliance with legal requirements, industry regulations, SSAT’s policies and professional codes.
- To record business information in SSAT systems of record (e.g. CRM) in line with agreed SSAT protocols.

Key Performance Indicators:

The aims and objectives of the Relationship Management team are based on a number of key indicators including:

- Number of schools contacted and engaged
- Number of face-to-face meetings and visits with schools
- Number of individuals identified and contacted
- Renewal rate (% of positive renewal decisions)
- Value of additional sales
- CRM use (volume and timeliness of contacts added, notes made, categories used etc.)
- Timeliness and accuracy of order fulfilment administration (processing & monitoring etc.)
- Market feedback to colleagues to inform product development, ongoing strategy etc.
- Social media/Online relevant activity (SSAT Twitter etc.).

Person Specification

Essential

- Excellent interpersonal skills, able to communicate with a wide range of people.
- Strong customer service ethic.
- Work well in a team setting.
- Reliable and ethical, respecting customers' confidentiality.
- Proactive and highly self-motivated; a problem-solver.
- Results-focussed.
- Excellent time management skills.
- Excellent PC Literacy.
- Excellent literacy skills.

Desirable

- Flexibility as there might be lots of travel involved (A Full UK Driver's Licence would be an advantage).
- Awareness of and familiarity with professional use of social media/online communications.
- Strong negotiation skills.
- Ability to explain complex information in simple terms.
- Excellent presentation skills.
- Experience in sales.
- Good knowledge of secondary school landscape; structure, issues, regulations etc.

This job description is not exhaustive and you may be required to undertake other tasks as required.