

## Relationship Manager

### Job description

<b>Job title:</b>	Relationship Manager
<b>Reports to:</b>	Head of Business Development
<b>Responsible for:</b>	No direct reports

We are **SSAT, the Schools, Students and Teachers network**.

We exist to help improve outcomes for all young people. As a membership organisation of schools and academies across the UK and internationally, we work with leaders, teachers and students to drive school improvement and innovation, and celebrate their successes. We believe in **a truly school-led system**, with schools working in partnership across and beyond the education sector.

At SSAT's heart are our **membership networks**, bringing together school leaders, teachers and students. We have been working with schools for over 30 years, and continue to offer **insight and understanding** into teaching, learning and system leadership. Our **professional development and school improvement programmes** help leaders and teachers to further outcomes for all young people, and develop leadership at all levels across the system.

**We are SSAT and we provide fresh ideas for ambitious schools.**

To work at SSAT you should be committed to:

- working together to achieve the organisation's objectives
- contributing to and following SSAT processes and systems to put customers first.

#### **The role of the Relationship Manager**

Working in a team of Relationship Managers, this role has the primary objective of ensuring we have a strong, mutually-beneficial relationship with every one of our member schools, delivering a high quality and value for money service.

Each Relationship Manager (RM) plays a central role in communicating with our 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.

Through their interactions with schools the RM will be required to develop multiple contacts, understand specific strengths and challenges, and agree the best method and times to communicate with key individuals. As they learn more about each school 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 to schools, as well as selling additional opportunities to the member schools 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 a Customer Relationship Management (CRM) system.
- 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 education issues and developments.

### **Key Performance Indicators:**

Relationship Managers' performance will be measured according to a number of key indicators including:

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

### **Key Accountabilities**

- To maximise the value of each school in your portfolio and achieve or exceed budget growth objectives.
- To establish strong multiple business relationships with each school in your portfolio, networking effectively across the full breadth of each with a view to fully identifying all decision makers, influencers, referrers and opportunities in the school.
- To act as an advisor to each school in your portfolio offering appropriate and accurate advice regarding all aspects of SSAT's service to best meet individual/school needs and promote fully SSA'Ts breadth of service.
- To research and explore strategically the business needs and opportunities of each school in your portfolio.
- To effectively close business opportunities and win new business from each school in your portfolio.
- To constantly improve the overall customer relationship, delivering timely reliable administrative support and customer service.
- To negotiate effectively both with the school and internally to maximise SSAT's business interests and represent the school fully.
- To listen to, understand and interpret customer requirements to ensure most appropriate advice at all times.
- To act as a collaborator and key influencer working with colleagues internally to create and deliver tailored solutions for your schools.
- To acknowledge customers promptly and treat them in a courteous, professional manner.
- To find out what information, products or services the customer requires to meet his/her needs, providing clear, accurate and relevant information.
- To be an ambassador for SSAT and champion its work at events and other face-to-face channels.

- To use CRM to record notes of all client interactions, summarising any additional actions required, including follow-up calls/meetings.
- To comply 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.

## Person Specification

### Essential

- Educated to a degree level as a minimum.
- Excellent interpersonal skills and ability to build strong relationships at all levels both internally and externally in a collaborative and consultative style.
- Exceptional time management skills and attention to detail is required to ensure a strong customer experience.
- Excellent team working skills and proven ability to work under pressure in a busy work environment.
- Ability to communicate and explain complex information at all levels in a clear, non-technical manner.
- Reliable and ethical, respecting customers' confidentiality.
- Proactive and a highly self-motivated problem-solver with a results focus.
- Strong commercial awareness with an understanding of the need to balance commercial success with organisational values.
- Ability to persuade, influence and negotiate at all levels both internally and externally
- Excellent literacy skills.
- Excellent IT skills including MS Office, in particular MS Excel. An awareness of CRM systems would be advantageous.

### Desirable

- Experience of managing a portfolio of accounts concurrently
- 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.
- Experience of writing reports and giving presentations .
- Experience in sales.
- Good knowledge of the English education landscape; structure, issues, and regulations .

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