

Senior Relationship Manager

Job description

Job title:	Senior Relationship Manager
Reports to:	Head of Business Development
Responsible for:	Relationship Executive and Business Development Intern

Our purpose

SSAT is a **membership organisation**, bringing together schools and academies from across the UK and globally committed to achieving deep social justice. We offer **insight and understanding** into school practice and **educational policy and research**. 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 do this by providing a framework for exceptional education focused on **teaching and learning**, **professional practice** and **leadership**. This framework is underpinned by a commitment to social justice; our belief that every young person should go on to lead successful and fulfilling lives.

The role of the Senior Relationship Manager

The Senior Relationship Manager (RM) will work closely with the Head of Business Development identifying ways to improve business development processes and procedures and to support with the reporting and monitoring of the team's activity. They also work with the Head of Business Development to ensure the other RM's in the organisation are building strong, mutually-beneficial relationships with every one of our member schools and partners and are achieving budget growth objectives. The role includes line management of the Relationship Executive and Business Development Intern roles.

As part of this role they will be RM for a group of schools playing 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 schools where a need has been identified; thereby maximising sales to schools 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 the RM will:

- Record all school information centrally using a Customer Relationship Management (CRM) system

- Regularly share feedback about school 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
- Establish strong multiple business relationships for 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
- 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 SSATs breadth of service
- Research and explore strategically the business needs and opportunities of each school in your portfolio
- Effectively close business opportunities and win new business from each school in your portfolio
- Manage and constantly improve the overall customer relationship, delivering timely reliable administrative support and customer service
- Negotiate effectively both with the school and internally to maximise SSAT's business interests and represent the school to its entirety
- Listen, understand, interpret customer requirements, and always ensure appropriate advice
- Act as a collaborator and key influencer working with colleagues internally to create and deliver tailored solutions for your school
- Acknowledge customers promptly and treat them in a courteous, professional manner
- Work closely with customers to find out what information, products or services are required providing clear, accurate and relevant information
- Act as an ambassador for SSAT and champion its work at events and other face-to-face channels

- Pro-actively use CRM to record notes of all client interactions, summarising any additional actions required, including follow-up calls/meetings
- Comply with legal requirements, industry regulations, SSAT's policies and professional codes
- Record business information in SSAT systems of record (e.g. CRM) in line with agreed SSAT protocols.

In addition, the Senior Relationship Manager will have the following accountabilities:

- Delegated responsibility for reviewing and improving agreed aspects of business development processes including SSAT's CRM system
- Provide training to the business development team where appropriate and ensure that processes are being implemented efficiently. Write and maintain business development team How to... guides covering team best practice
- Line manage the Relationship Executive and Business Development Intern roles, ensuring consistent work flow, the use of SSAT practices and processes, providing advice, mentoring and guidance through one-to-one meetings and ongoing day to day support
- Deputise for the Head of Business Development as agreed. This will include attending operations and strategy meetings, reporting, making recommendations on key decisions and leading on team meetings and staff briefings
- Provide ongoing support and updates to the Head of Business Development

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 result focus approach
- 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, and Excel. An awareness of CRM systems would be advantageous
- Successful experience of line managing, motivating, and developing staff

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 delivering presentations
- Experience in sales, 3 years (preferred)
- 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.

SSAT IS AN EQUAL OPPORTUNITIES EMPLOYER