

Name:	
Title: Account Executive	Department: Commercial
Reporting to: Senior Regional Account Manager	Grade: 6
<p>Job Purpose:</p> <p>Reporting to the National Account Manager (NAM) the National Account Executive (NAE) will assume sales responsibility for allocated accounts and will be required to achieve both customer retention and new business targets. Allocated accounts and corresponding targets will include both Ascentis and Virtual Academy Limited (VAL).</p> <p>The role will act as the customers first point of contact, advocating for the customer and taking ownership of any enquiries dealing with relevant internal departments to resolve. The role will ensure Service Level Agreements (SLAs) are upheld and customer KPIs are met. The NAE will proactively identify and convert sales opportunities with current and new customers conducting regular gap analysis and maintaining an up-to-date understanding of the competitor landscape.</p> <p>Job Responsibility:</p> <p>Account Management</p> <ol style="list-style-type: none"> 1. Achieve customer retention income target for allocated accounts; 2. Monitor internal sales data to track centre targets to ensure on track to budget; 3. Provide exceptional customer service to ensure contribution to 95% customer retention target; 4. Proactively engage with customer base ensuring customer KPIs and SLAs are achieved; 5. Maintain all centre contacts on a regular basis ensuring the relevant IT systems are updated; 6. Log relevant detailed information on to the Customer Relationship Management (CRM) system in an accurate and timely manner; 7. Utilise CRM to proactively manage customer accounts efficiently ensuring all opportunities are maximised; 8. Track and monitor anticipated learner numbers and gauge fulfilment from centres during discussions throughout the year to support target reviews and forecasting; 9. Where required, work with internal departments such as IT and Finance to ensure effective and efficient support to Customers; 10. Work with the wider Commercial Team to feedback and improve our customer service levels; 11. Work with the Customer Service Team to ensure any short-term in bound issues are resolved and can be followed up during call cycle to ensure a holistic customer approach; <p>New Business Development</p> <ol style="list-style-type: none"> 12. Achieve allocated new business target; 13. Provide reliable new business pipeline in advance to support with budget setting; 14. Effectively report on and monitor new business pipeline; 15. Monitor competitor data and ensure potential sales opportunities are maximised; 16. Conduct regular gap analysis with current customers to identify new business opportunities inclusive of reducing split provision and expanding offer with current centres; 17. Action or share new business enquiries with the relevant RAM or NAM; 18. Attend conferences, events and webinars, supporting with both arranging and delivering the events; 19. Proactively identify and target new business targets; 20. Attend and present at new business meetings and events when required; 21. Ensure that the sales enquiry process is conducted in a timely manner according to internal procedures; 22. Provide ongoing advice and guidance to our customers on products and services with a view to increasing provision across the current customer base; <p>Success Measures:</p> <ol style="list-style-type: none"> 23. Achieve customer retention target. 24. Achieve delivery standards. 25. Adherence to call and meeting cycles. 	

The following responsibilities apply to all roles:

26. Contribute as required to regulatory compliance and engage with other processes including business continuity, risk management and the internal audit process;
27. Contribute to the improvement of customer service;
28. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed commensurate to this role.

As a member of staff for the Ascentis Group you will be expected to:

29. Understand and be committed to the Ascentis Group Vision;
30. Work hard and flexibly to achieve your targets and those of the Company and be positive at all times.
31. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets;
32. Work flexibly to meet the needs of our customers;
33. Implement strategies to achieve continuous improvement in your own performance.
34. Line Management of the Commercial Assistant

Status of this Job Description

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Accountability

National Account Manager, Deputy Commercial Director, Commercial Director, Chief Executive Officer

Key Contacts

- Current customers
- New and potential customers

Key Attributes (E-Essential, D-Desirable, P-Potential):

1. Excellent verbal and written communication skills (E)
2. Commitment to a high standard of customer service (E)
3. A creative, dynamic and smart approach to sales (E)
4. Positive attitude to change, development and quality (E)
5. Effective team member (E)
6. Be motivated, flexible and willing to go the extra mile (E)
7. Ability to organise and prioritise (E)
8. Competent and experienced in the application and operation of ICT, in particular for database operations (E)
9. Ability to achieve agreed targets and to work to deadlines (E)
10. Experience in a sales and marketing support role (D)

Agreed:

Post Holder _____ Date _____