

<b>Name:</b>	
<b>Title:</b> Regional Account Manager	<b>Directorate:</b> Commercial
<b>Reporting to:</b> National Account Manager	<b>Grade:</b> 4

**Job Purpose:**

Reporting to the National Account Manager, the Regional Account Manager (RAM) will be responsible for maintaining and growing the Ascentis provision. The role will require a focus across Ascentis offerings, ensuring opportunities are maximised at the correct points throughout the year. The RAM will be assigned a set of accounts within a region. The Regional Account Manager will hold holistic regional responsibility for new and existing customers, and overall sales performance for allocated accounts. The role will act as a key contact point for existing customers, developing relationships at all levels to identify and manage new business opportunities to grow the account.

**Job Responsibility:**

Core Duties

In this role you will be required to:

Strategic:

1. Work with National Account Manager to have a good understanding of corporate objectives in order to prioritise focus to deliver required growth
2. Remain flexible to the changing needs of the business, adapting to change where necessary to mitigate external factors and achieve overall targets
3. Create and deliver cohesive regional sales plans and drive sales growth across all Ascentis and VAL products and services aligned to the needs of a variety of sectors; College, Adult Education, Training Providers and Employers;
4. Ensure time is managed effectively in order to meet the needs of Ascentis customers, planning the most appropriate times to maximise potential with a variety of centre types;
5. Work with the National Account Manager in budget forecasting and monitoring for Ascentis products
6. Deliver regional income targets, report on performance across both existing and new customers;
7. Take ownership of regional communication, working with the Marketing team to increase brand presence;
8. Gather feedback from all customers to feedback into the product development teams to ensure our product remains innovative and meets the needs of our customers;
9. Remain flexible to changing demands of the market and adapt to regulatory and customer needs;
10. Work with the Customer Services team to ensure proactive communication between all parties;
11. Input on wider strategic discussions regarding overall commercial strategy, customer journey, pricing and positioning representing insight from new and existing customers within the assigned region.

New & Existing Customers:

12. Present to external audiences and key decision makers in suitable educational and/or other relevant settings about Ascentis and other appropriate products with a view to generate sales;
13. Act upon market intelligence to support the development and implementation of creative selling strategies in liaison with the National Account Manager;
14. Ensure new business pipeline is populated in CRM, to track performance and assist with budget setting;
15. Organise your own work to ensure that all leads and opportunities are followed up consistently with the customers and communicate this to Ascentis regularly as required by the Deputy Commercial Director;
16. Build and Develop relationships in order to create partnerships with customers in region, to add value and mutually achieve growth potential;
17. Track and report on negative feedback or issues with either new or existing customers that is either preventing or hindering income and take relevant action reporting and following up;
18. Maintain up-to-date CRM ensuring all customer information is updated and monitored accordingly creating and running required reports to maximise opportunities with new and existing customers;
19. Investigate opportunities outside of sectors currently operated within;

General:

20. Develop a thorough understanding of all Ascentis' products which you will be required to promote and sell as well as maintaining current understanding of changes within the education and training sector;
21. Collaborate with other RAM's to share best practices and cross promote across regions where relevant;

22. Be a member of relevant project teams, contribute to, and attend other meetings as necessary;
23. Guide and mentor the work of the National Account Executive where appropriate, including sharing best practice and collaboratively working together at events and customer meetings;
24. Establish and build relationship with Development team and utilise their knowledge to assist with customer meetings where in-depth qualification knowledge is required
25. Collaborate with the Marketing team to design and deliver any promotional events, conferences or other events as required, attend and evaluate the success of such events in relation to sales generated;
26. Monitor the effectiveness of regional sales and marketing activity including lead and sale generation;
27. Manage time and focus effectively to achieve Ascentis targets;
28. Undertake travel as and when required, inclusive of overnight stays;
29. Manage travel schedule and working hours effectively and remain flexible to emergent opportunities;

### Success Measures

30. Current Customers; Retention of current business and delivery of growth potential
31. New Business; Identification of business potential, conversion to customers and income generation
32. Adhering to customer call and visit cycles

### Corporate Responsibilities

The following responsibilities apply to all roles:

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

### General Responsibilities for all Staff

As a member of staff at Ascentis you will be expected to:

36. Understand and be committed to the Ascentis Vision;
37. Work hard and flexibly to achieve your targets and those of the Company and be positive at all times;
38. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets;
39. Work flexibly to meet the needs of our customers;
40. Implement strategies to achieve continuous improvement in your own performance.

### 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 and Key Contacts:**

#### Accountability

National Account Manager, Director of Partnerships & Planning, Group Commercial Director, Group Chief Executive Officer

#### Key Contacts

- Staff at all levels in Ascentis
- Recognised centres and potential customers
- External verifiers and associates
- Contractors

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

1. Demonstrable sales experience with clear results (E)
2. Experience within the educational sector (D)

3. Excellent project management skills (E)
4. Excellent verbal and written communication skills (E)
5. Proven ability to work both independently and as a member of a team effectively (E)
6. Ability to organise and prioritise workload (E)
7. Ability to achieve agreed targets and to work to deadlines (E)
8. Positive attitude to change, development and quality (E)
9. Competent in the application and operation of ICT (E)
10. Demonstrable commitment to a high standard of customer service (E)
11. Ability to travel, work flexibly including unsocial hours and to stay over, as required (E)
12. Current, clean driving licence and vehicle owner (E)
13. To act as a role model, abiding by Ascentis principles and values (E)

**Agreed:**

Post Holder ..... Date .....