

Role Profile

Key Role Details

Role Title	Client Relationship Manager
Function	Roffey Park Institute
Reports to	Director of Roffey Park Institute

Role Purpose

Roffey Park Institute (RPI) is a marketing & business development brand, not a separate legal entity, supports all tailored, bespoke & accredited programmes. RPI supports clients across all sectors including Private, Public Sector, Higher Education and Purpose Led organisations to identify their developmental needs and ensure tailored solutions are market leading and impactful.

The overarching purpose of the role of Client Relationship Manager is to develop and grow our international and local tailored client accounts and associated revenue with a focus on positive and nurturing relationships with our client base. The role is a mixture of existing account management and new client acquisition approaches.

Reporting to the Director of Roffey Park Institute, the Client Relationship Manager is accountable for the account management of all tailored, bespoke & accredited programmes, focussing on delivery against a set of clear business targets.

Scope of Role

The Client Relationship Manager (CRM) is expected to achieve agreed revenue targets by proactively developing new business and building on existing business. Key activities will include building the sales pipeline by identifying, engaging, developing, and educating prospective clients and intermediaries about the Roffey Park Institute offer. CRMs also act as the senior client level liaison for all delivery contracts.

This role is part of an extended team and in addition to being able to act independently and be self motivated, there will be team activities and projects which you will be expected to be involved in.

Accountable for:

Business Development

- Developing new business opportunities for Tailored (In-company or bespoke) programmes by generating new prospect and lead opportunities.
- Working with the Bid Management Team on the proposal/tendering process for assigned lead opportunities, drawing in expertise from the Faculty Team, leading to successful bids for work.
- Attending client meetings, pitches, presentations to win work, drawing in Faculty expertise as needed.
- Annually, achieving individual revenue targets, monitoring progress and providing regular updates to support achievement of annual organisation and team revenue targets.
- Supporting business development activities and initiatives across the team and the organisation and matching client needs with the variety of services and experience offered by Roffey Park Institute.
- Attending seminars, networking and other events as a representative of Roffey Park and, using social media as appropriate, promoting the Roffey Park offer and creating business development opportunities.
- Building effective relationships with colleagues across the business, at all levels, working collaboratively to ensure the client journey is of the highest quality.
- Interfacing with the Brand & Marketing & Client & Student Services Teams to ensure seamless management of lead pipeline and processes, e.g. Marketing, Sales Office, DTP
- Building knowledge of Faculty expertise to enable appropriate selection to support lead opportunity progression, e.g. assistance in design of a programme for a proposal, or attend a pitch for subject expertise.
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Information Management

- Contributing to and supporting the formation of transparent intelligence gathering and building awareness across the team of patterns of activity
- Fully utilising the Salesforce system to analyse and provide management information
- Collecting, analysing and communicating sector/competitor intelligence and trends

- Analysing and reporting of all activity, generating actionable insight to inform ongoing business development activity
- Undertaking competitor analysis and network analysis to support business development activities

Person Specification

Essential Criteria

- Evidence of sustained performance and experience in generating business and revenue
- Track record of first-class client management and development
- Commercial acumen that encompasses financial and operational business practices
- Understands and set the standard for high quality CRM and Sales team
- A credible and influential communicator, with a concise and persuasive written and oral style.
- Excellent relationship building, communication and influencing skills across a diverse range of people.
- Ability to analyse complex problems and think systemically, able to get to the heart of client needs.
- Client and results focused.
- First class project management skills, technology proficiency and quality orientation.
- Willing to work both independently and in collaboration.
- Resilient and able to reflect self-critically
- Willingness to take part in, communicate through and develop business using social media platforms and digital approaches.
- Experience of designing creative and impactful development solutions.
- Experience of managing the delivery of effective learning and development programmes in the areas of leadership and management, organisational development and HR, ensuring client delight

Desirable Criteria

- Relevant qualifications that demonstrate a mastery of a particular field of complex activity. This can be in sales, marketing, Business Development or Account Management for Learning, Development, OD or Education.
- Collaboration is critical for this role and although individual performance is required collective and share responsibility is important
- Although not essential a second language is desirable
- A proven record of outstanding account management and an ability to innovate and generate opportunities through proactive initiatives
- Must be able to work with ambiguous situations and collectively solve problems in a proactive and professional manner

- Energy and Drive are required as well as the ability to pace yourself and support each other
- Willingness to be stretched and to work in new ways that become useful
- Ability to engage in ongoing process and activity improvement across the team to co-create a high performing team and culture.

For an informal chat about this role, please email Jackie Brown, Director of Roffey Park Institute, at Jackie.brown@roffeypark.com with your contact details