

Department (and Section where appropriate): Sales & Account Management

Grade: G3

Job Title: Account Manager

Immediate Line Manager (Job Title): Sales & Account Management Lead

Job Purpose

The job holder will report to the Sales and Account Management Lead and work as part of a small team with responsibility for growing Campden BRI's business in Science Consulting, Technology Consulting and Analytical Services through key account management, targeted campaigns, and focused approaches and responses to clients based on their needs.

The post holder will provide the highest level of client service and will partner with diverse groups across Campden BRI to support them in sales activity and keep client needs at the focus of the business.

Main Duties (including % of time spent)

Create and deliver targeted revenue growth through sales & account development activities for Key Accounts and general business development opportunities in their portfolio through direct client contact and sales activity (60%)

Work closely with the Sales & Account Management Lead, Membership, Marketing and directly with technical experts and leads within the business to plan structured approaches to Key & Development Accounts allocated to you with a focus on the biggest revenue generating and highest growth potential clients opportunities (25%)

Maintain records of all account engagements through CRM and other management reporting as required (15%)

Knowledge, Skills & Experience

- A results orientated, self-starter with a commercial mindset who is able to prioritise activities in order to achieve targeted revenue growth
- Account management/sales, experience; 2+ years, ideally in a consultative, technical sales environment
- A natural team player with the ability to work unsupervised in a target orientated environment
- A confident communicator with the ability to work with people at all levels within work and client environments
- Capable of performing to a high standard in a collegiate management structure
- Experience of CRM systems and a willingness to support their use internally with comprehensive recording of all client activities.
- Experience of selling to food industry clients and/or knowledge of and interest in the food & drink industries preferred. Experience or understanding of lab or factory experience would also be an advantage.
- Degree in science or technology or equivalent professional experience
- Full, clean driving license

KEY TASKS & RESPONSIBILITIES

Communications

- Lead account management activities for key clients, including coordination of responses to new and existing opportunities across the business
- Ensure transfer of knowledge across teams to ensure both commercial and technical needs of clients are understood
- The ability to communicate engagingly with excellence to internal and external stakeholders.
- Build service relationships with clients through a variety of channels
- A natural 'sharer' and persuasive communicator who will keep the sales team and relevant wider field of colleagues informed of progress with clients

2. Analytical Skills & Creativity

- Strong commercial mindset - identify and realise opportunities to convert enquiries into fee earning work and cross-selling of services
- Able to identify sales and account development opportunities even when the client (or technical colleagues) can't see it themselves. Able to explore the consequences and payoffs of solving client problems
- Able to balance longer term objectives and deliver against shorter term deadlines with variable notice periods

3. Management of Activities

- Support the Sales and Account Management Lead in delivering sales growth
- Support technical colleagues with Sales & Business Development activities as and when required
- Good time management, self-motivation, organisation and attention to detail essential
- Ensure quality of services and client journey.
- Ensure transfer of knowledge to other staff to ensure both commercial and technical needs are understood.
- Work as a team member cross-functionally, especially within Sales, with Marketing and with the Membership team as well as the broader organisation to provide a resilient service to our clients.
- Work within ISO standards to maintain records and proficiencies accordingly.

4. Management of People

Marketing & Sales Director – Sales and Account Management Lead – **Job Holder**

No direct reports but must be able to exert influence in an extensive matrix network

Work as a team member cross-functionally, especially within Sales, with Marketing, the Membership and Training teams as well as the broader organisation to provide a resilient service to our clients

Typically working with Sales & Account Management, Marketing, technical experts & leads

5. Management of Finance & Resources

- Commercial mindset – able to assess whether a request or a proposal makes financial sense and able to understand the profitability of different services
- Share responsibility for the budget for the Sales & Account Management team with focus on own portfolio (circa 5 - 10 Accounts)

6. Autonomy & Accountability

- Accountable for own work and realises the implications of errors on the business
- Work as a team member within the organisation to provide an excellent experience to our clients
- Take direction and supervision from the Sales and Account Management Lead and occasionally the Marketing & Sales Director but working with general autonomy for a significant proportion of the time.
- Contribute to corporate activities outside of departmental activities
- Comply with company policies, procedures & regulations (H&S, Operating procedures and Quality standards)
- Values driven and ethical, able to achieve high levels of performance through collaboration

7. Working Environment

Under normal (non Covid-19) circumstances, a mix of office and field-based work, perhaps 40:60 although this will be reviewed half-yearly until we better understand how the working environment of both Campden BRI and our clients evolves in response to the pandemic.

8. Other designated job roles (Please tick those applicable)

Quality Co-ordinator
 Safety Co-ordinator
 First Aider
 First Aid Leader
 Fire Officer
 Fire Leader

Software Co-ordinator
Trained internal Auditor
Equipment Officer
Departmental Archivist
Hygiene Manager
Process Hall Manager
Event Director
Risk Assessor
Biological Safety Officer
Safety Representative
Safety Committee Member
Sample Receipt Steward
Authorised Driver (in line with Car Policy)

DSE User

Manual Handler

Signed & Dated

Job Holder Date

Line Manager Date