

Name

Department (and Section where appropriate): Marketing & Sales

Grade: 3

Job Title: Sales and Account Executive

Immediate Line Manager (Job Title): Lucy Davies (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 targeted campaigns, key account management, and focused approaches to clients based on market needs.

The role will provide the highest level of client service and will partner with diverse groups across Campden BRI to 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 in their portfolio through direct client contact and sales activity, (60%)

Working closely with the Sales & Account Management Lead, Membership, Marketing and the Associate Directors (for Consulting Science, Technology and Analytical Services) to plan structured approaches to Key & Development Accounts allocated with focus on the biggest spenders and highest growth potential clients (25%)

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

Knowledge, Skills & Experience

- Degree in science or technology preferred or equivalent professional experience
- Sales / account management experience; 2+ years, ideally in a consultative, technical sales environment
- Experience of selling to food industry clients and/or. knowledge of and interest in the food & drink industries and awareness of what matters to companies in these industries preferred. Experience or understanding of lab or factory experience would also be an advantage.
- A result orientated, self-starter with a commercial mindset who can prioritise activities to achieve targeted revenue growth
- A natural team player with the ability to work unsupervised in a target orientated environment. Confident communication skills and the ability to work with people at all levels
- Experience of CRM systems and a willingness to support their use internally with comprehensive recording of all client activities.
- Capable of performing to a high standard in a collegiate management structure.
- Driving license

KEY TASKS & RESPONSIBILITIES

Communications

- Ensure transfer of knowledge to other staff to ensure both commercial and technical needs are understood.
- The ability to communicate engagingly with excellence to internal and external stakeholders.
- Build services 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 – able to differentiate between services on profitability
- 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) cannot 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.
- 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, 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

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

- No direct reports but must be able to exert influence in an extensive matrix network
- Typically working with Sales & Account Management, Marketing, Operating unit colleagues, Associate Directors et al.

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 10 – 12 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 AD Marketing 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, approximately 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 Covid 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