

**Name:**

**Department (and Section where appropriate): Marketing & Sales**

**Grade: 5**

**Job Title: Sales and Account Management Lead**

**Immediate Line Manager (Job Title): Associate Director Marketing**

### **Job Purpose**

The job holder will have 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 identified market needs.

The job holder will be responsible for three direct reports (Account Planning & Coordination Lead plus two sales and account executives)

They will be a credible partner for our clients and our scientific colleagues, able to build multi-level relationships with clients and understand the challenges of colleagues.

They will increase the per-member spend on non-fee services by developing clear understanding and prioritisation of market needs. They will generate their own profitable sales leads as well as converting leads generated by the Membership Team, Marketing, Operating Units, Account Planning and Coordination into solid opportunities.

Close cross-functional cooperation with scientific and technical subject matter experts will be critical in order to deliver agreed targets, whilst contributing to continuous development and improvement of the service offering.

### **Main Duties (including % of time spent)**

- Direct client contact and sales/account management activity – 40%
- Management of the sales/account management team – including setting budgets, targets and managing performance and development. (20%)
- Working closely with Account Planning and Coordination, Membership, Marketing and the Associate Directors (for Consulting and Analytical Services) to plan structured approaches to our members with focus on the biggest spenders and best potential clients. (20%)
- Supporting colleagues across the business to optimise income on business with non-members as well as members. (20%)

### **Knowledge, Skills & Experience**

- Sales and account management experience – 5+ years, ideally in a food ingredients supplier or a services environment
- Experience of building strong relationships and selling to food industry clients preferred.
- Science background – probably a BSc or higher degree or equivalent.
- Experience of CRM systems and willingness to support their use internally with comprehensive recording of all client activities
- Experience of managing a team and developing subordinates.
- Experience of over-coming resistance from within an organisation
- Lab or factory experience at some point in their career would be an advantage.
- Knowledge of and interest in the food and/or drink industries and a solid grounding in what matters to companies in these industries.
- Driving license
- Additional languages could be an advantage but are not essential – more important to be able to translate hard science into digestible client-led services.

**KEY TASKS & RESPONSIBILITIES****Communications**

- Excellent communication skills at all levels and across face-to-face, telephone, Teams (and similar) and written communication.
- Able to communicate engagingly with excellence to internal and external stakeholders.
- A natural 'sharer' and team-player who will keep the sales team and relevant wider field of colleagues informed of progress with clients.
- A persuasive communicator but also a good listener.
- Build services relationships with clients through a variety of channels.
- Lead client service review meetings as well as sales calls; areas covered will include performance reports, service improvements, quality and processes.
- Ensure transfer of knowledge to other staff to ensure both commercial and technical needs are understood.

**2. Analytical Skills & Creativity**

- Able to spot the opportunity even when the client (or technical colleagues) can't see it themselves. Able to explore the consequences and payoffs of solving client problems
- Analysis of complex technical information and ability to impart information to clients
- Ability to balance activities requiring deep and sustained concentration with day to day activities.
- Ability to balance longer term objectives and deliver against shorter term deadlines with variable notice periods.
- A Brand Ambassador and ensuring the Brand is always correctly portrayed and across all channels (digital and non-digital)
- Strong commercial mindset – able to differentiate between services on profitability and fitness for client purpose
- Identify and realise opportunities to convert enquiries into fee earning work and cross-selling of services.
- Ability to develop new processes, communicate them widely, review and improve when required.
- Specify systems, processes and methodologies, and the following thereof, to ensure effective monitoring, control and support of service delivery.

**3. Management of Activities**

- Share the ownership of the Key Account list with Account Planning & Coordination Lead and Membership, and design and deliver activities for those key accounts.
- Coordinate delivery against financial, technical and managerial targets.
- Work to standard methods where appropriate and develop and improve new methods as required
- Devise and define service level agreements (SLAs) related to contracted services and that escalation flows are in place, advise technically on escalations.
- Balance long- and shorter-term targets, recognizing the difference between 'important' and 'urgent' and prioritizing appropriately.
- Ensure quality and profitable services are performed to the agreed SLA.
- Responsible for the delivery of services within the SLAs and KPIs, and the development and maintenance of internal understanding of said SLAs and KPIs.
- Ensure quality of services and client journey.
- Plan and schedule resource to the requirements of the business in line with strategy.
- 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.
- Ownership of best use/application of CRM system

**4. Management of People**

Responsible for the day to day line management of the Account Planning & Coordination Lead and two sales/account executives.

- Involved in extensive matrix networking across the business with (for example) Account Planning & Coordination, Marketing, Operating unit staff, Ads et al.
- Championing the voice of the customers in a company with a traditionally 'inward-looking' approach to communication.

**5. Management of Finance & Resources**

- Share management of the budget for the 'Sales and Account Management team with the Account Planning and Coordination lead.
- Constantly look for opportunities to cut costs whilst maintaining service.
- Support the strategic targets (set 2020) of growing the Turnover of Campden BRI by £3m in 3 years.

**6. Autonomy & Accountability**

- Accountable for own work and realises the implications of errors on the business
- Working primarily unsupervised with general autonomy for decisions, project-related and client-based activities within role scope.
- Work as a team member within the organisation to provide and excellent experience to our clients
- Empowered to initiate and contribute to corporate activities outside of departmental activities.

**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 .....