

JOB DESCRIPTION

Job Title:	Expansion Account Manager for The Compliance People
Department:	Newground Business Services
Office Location:	Bob Watts Building, 193 Bolton Road, Blackburn, BB2 3GE
Grade	6
Job Purpose	<ul style="list-style-type: none"> • Build relationships with internal and external stakeholders and take responsibility for Relationship Management with current customers. • Lead the development, implementation and maintenance of the customer expansion program to improve customer lifetime value, reduce churn and increase annual renewal revenue. • Deliver Customer value and put this at the heart of all activities.
Reporting To	Will receive supervision and guidance and report to Customer Manager
Staff Management Responsibilities	
Range of Decision Making	Daily decisions relating to the prime objectives of post and within established policies and procedures.
Responsibility for Assets, Materials Etc.	Responsible for the safe usage of any materials and equipment in compliance with Health & Safety and Data Protection Legislation
Budgetary Responsibilities	Income generation
Key Contacts	Product sales, customer success, development, marketing & consultancy functions External Customers
<u>Essential Duties & Responsibilities</u>	
Relationship Management	<ul style="list-style-type: none"> • Build trust and confidence with customers to develop strong relationships with senior management and decision makers, ensuring we're working with the entire organisation. • Have a strong understanding of customers' compliance needs and articulate how the product meets them, identifying potential expansion revenue opportunities.

	<ul style="list-style-type: none"> • Assist in the development and continual improvement of 'Health Scorecards' for customer accounts. • Nurture and expand key relationships and be accountable for your portfolio and associated revenue numbers. • Work closely with the product Account Executive and Customer Success Executive to maintain excellent service standards, going above and beyond to ensure customer success and retention. • Identify any issues impacting the value that customers are realising and find and implement solutions. • Help customers get full value from The Compliance People, understanding their individual needs and building trust and confidence in our ability to meet those needs. • Support with new customers when required with larger multi-site / consultancy accounts and take responsibility if required.
Expansion Revenue	<ul style="list-style-type: none"> • Lead the development, implementation and maintenance of the customer expansion program to improve customer lifetime value, reduce churn and increase annual renewal revenue. • Develop the processes and proactively monitor, analyse, evaluate and use relevant data to identify expansion revenue opportunities including: <ul style="list-style-type: none"> ○ Account health and churn likelihood. ○ Expansion sales such as multi-sites. ○ Consultancy opportunities. ○ Target key customer accounts with the highest ROI potential. • Develop and review processes to inform and enable customers to upgrade and expand their own accounts (self-serve). • Meet targets for consultancy sales with a deep understanding of how our services meet customer needs. • Meet expansion revenue targets and manage and understand ROI in relation to individual accounts. • Proactively seek referral opportunities within an organisation to maximise acquisition, retention and lifetime value.
Drive customer value and product engagement	<ul style="list-style-type: none"> • Singular focus on customer value, their needs and where The Compliance People can improve their jobs and businesses. • Develop and improve processes to deliver customer value including: <ul style="list-style-type: none"> ○ Product adoption – identifying customer needs and facilitating solutions to meet those needs.

	<ul style="list-style-type: none"> ○ Identify customers requirements, recurring or potential issues and/or possible challenges and work with the wider team to take timely and effective action to resolve them. ● Continually obtain feedback/suggestions from customers to inform developments required that increase customer satisfaction, retention and expansion. ● Advocate for the customers' needs and requests in developing the product and services roadmap. ● Maintain a good level of understanding of the legislative environment in which the company operates. ● Keep up to date with technological and market developments in the industry. ● Research and analyse market trends and competitors to help inform strategic decision making. ● Maintain a deep understanding of The Compliance People's platform and consult with customers as required. ● Be up to date on current affairs and the impact this may have on clients.
<p>Corporate Duties</p>	<ul style="list-style-type: none"> ● Ensure CRM account information is comprehensive and up to date at all times. ● Work collaboratively with other product functions to obtain testimonials and referrals. ● Attend training and actively seek to continually enhance understanding of the product and services and value proposition. ● Develop and maintain excellent working relationships with internal stakeholders including sales, finance, development, consultancy and content functions, ensuring open communication and timely requests for information and/or support. ● Drive process improvement & automation initiatives to streamline deliverables. ● Adhere to all Newground processes and policies and maintain customer confidentiality. ● Ensure Newground and product brands and corporate values are evident to the customer at all times. ● Understand and adhere to the Newground vision & values. ● Abide by the objectives and targets of the business and follow the procedures and practices utilised in all aspects of the work, including computerised and manual systems and the maintenance of relevant records

	<ul style="list-style-type: none">• Fulfil personal requirements, where appropriate, with regard to Company policies and procedures, particularly health and safety, equality and diversity, customer care, emergency evacuation, security, work standards and promotion of the Company's core values.• To attend any training and development events considered necessary.
Notes	<p>This job description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only and may be changed at management's discretion in the future. As a general term of employment, the Company may affect any necessary change in job content, or may require the postholder to undertake other duties, at any location in the Company's service, provided that such changes are appropriate to the employee's remuneration and status.</p>

PERSON SPECIFICATION

Job Title:	Account Manager for The Compliance People
Department:	Newground Business Services
Grade:	
Office Location:	Bob Watts Building, 193 Bolton Road, Blackburn, BB2 3GE

<u>Assessment Code:</u>	
E	You must have these attributes as they are the ESSENTIAL requirements of the post.
D	These attributes are DESIRABLE and therefore an advantage
NB	Successful candidates will be expected to submit any necessary documentary evidence for validation purposes (e.g. references, original certificates etc)

	Attributes	E/ D
Experience	<ul style="list-style-type: none"> a. Extensive experience in delivering high sales growth in B2B sales b. Experience in enterprise solutions sales, deployment and customer success c. Experience of managing a successful consultative sales process. d. Experience of selling into large enterprise businesses. e. Ideally combined background of post-sale and sales experience f. Demonstrated desire for continuous learning and improvement g. Experience and understanding of achieving ROI from high value customers h. Experience of achieving and exceeding challenging sales targets i. Solid experience with CRM software (e.g. Salesforce, Zoho CRM or HubSpot) and MS Office (particularly MS Excel) j. Experience delivering client-focused solutions to meet customer needs k. Proven ability to juggle multiple account management projects at a time, while maintaining sharp attention to detail 	<ul style="list-style-type: none"> E D E E D E E E E E E
Knowledge & Expertise	<ul style="list-style-type: none"> a. Excellent interpersonal, written and verbal communication skills. b. Deep understanding of value drivers in recurring revenue business models c. Ability to manage influence through persuasion, negotiation, and consensus building. d. Analytical and process-oriented mindset. e. Strong empathy for customers AND passion for revenue and growth. f. A positive attitude, owning your responsibilities and seeing projects through to completion with little oversight. g. Ability to grasp complex technical concepts. h. Ability to engage and quickly establish strong working relationships with partners. i. Capacity to learn quickly and retain a lot of varied information 	<ul style="list-style-type: none"> E D E E E E E E D
Education & Qualifications	<ul style="list-style-type: none"> j. Formal sales training and/or evidence of implementation of techniques into sales. 	<ul style="list-style-type: none"> D
Other	<ul style="list-style-type: none"> k. Full Driving Licence, and the use of own vehicle with insurance for business use. l. Flexible approach to working hours in order to achieve work demands/priorities m. Ability to organise personal workload with a minimum of supervision. n. Ability to work proactively on own initiative with minimum supervision 	<ul style="list-style-type: none"> D E E E

NB Only those competencies below which are indicated by a tick will be assessed as part of the selection process for this job. However, for successful candidates, all competencies listed will be assessed during the probationary period (where this applies), in ongoing one-to-one meetings and as part of the annual appraisal process

Key Competencies				
Heading	Level	Definition	A	I/T
Delivering Excellent Customer Service	3	<ul style="list-style-type: none"> Works in partnership with groups of customers to understand their views and needs Amends/adapts/develops customer service policies and procedures to meet customer needs Acts as a role model for delivering excellent customer service 		
Communicating & Influencing	3	<ul style="list-style-type: none"> Thinks on feet and handles in depth questions with confidence Actively seeks feedback, ensuring communication is two way Draws out and deals with challenging or contentious issues 		
Delivering High Performance	3	<ul style="list-style-type: none"> Sets performance measures for the department Takes responsibility for delivering against departmental budget Ensures the team have personal objectives that reflect the overall aim/vision 		
Managing Change	1	<ul style="list-style-type: none"> Actively seeks to understand, support, plan and implement proposed changes – ‘how can we make this work?’ Works with others to help develop new and innovative ways of working Encourage new and different ways of doing things – looking outside the organisation for ideas from other industries 		
Making Decisions & Solving Problems	2	<ul style="list-style-type: none"> Identifies and evaluates risks Develops the decision-making process and provides guidance in areas where there is no precedent Provides advice, challenge and support for others when they are making decisions 		
Developing Self & Others	1	<ul style="list-style-type: none"> Understands the strengths and limitations of own team, and provides them with constructive feedback, personalised coaching and specific development actions Demonstrates enthusiasm and a positive attitude towards own development Ensures every team member has a clear understanding of their development needs and a plan to address these 		

Acting Commercially	3	<ul style="list-style-type: none"> • Develops services to enhance the service offering and build “brand profile” and reputation • Uses commercial judgement to make sound decisions for the department in the absence of precedent or policy 		
Building Effective Teams	1	<ul style="list-style-type: none"> • Recognises and uses the strengths of team members • Identifies and removes the barriers to team working • Is in touch with what motivates each individual team member, recognising that this is likely to be different for everyone 		
Equality & Diversity	1	<ul style="list-style-type: none"> • Role models good practice • Demonstrates fairness, integrity and consistency in all dealings with others • Ensures that opportunities are made equally available to everyone. 		