

Job Description

Job Title: Regional Employer Account Manager

Reports to: Head of Employer Engagement

Location: Covering Home Counties or London delivery, may require periods of Home Working

Purpose

This role is required to turn leads generated by the Account Executive team into actionable opportunities or confirmed sales. Enabling the businesses and employers we work with to benefit from the wide range of services the Trust offers.

Building and maintaining strong relationships with key business and employer decision makers, working with internal Heads of Departments and Operational Directors to ensure queries, proposals and campaigns are handled professionally and efficiently.

Liaise with internal departments to ensure the business, employer and participant experience is maximised to the mutual benefit of all parties.

Main Duties and Responsibilities

1. Listen actively and develop discussions with key account decision makers about the breadth of Shaw Trust services.
2. Develop solution-led SLA's with employers and support their implementation with operational teams.
3. Analyse market trends to identify potential business opportunities when contacting new employers, with particular focus on small and medium-sized enterprises (SMEs) as per the requirements of the Work and Health Programme contract.
4. Undertake direct marketing as required, using digital and electronic format e.g. email/LinkedIn etc.
5. Maintain a professional manner at all times.
6. Represent Shaw Trust at industry, sector and employer events, to promote and market the services of the Trust.
7. Drive a culture of cohesive working across a range of disciplines developing internal and external partnerships to establish Shaw Trust as a trusted partner
8. Ensure local teams are fully briefed on the Employer's company culture,
9. Follow up prospective leads in a timely fashion.
10. Update the CRM system with accurate and timely data, setting meetings, call backs and organising presentations.
11. Develop relationships from prospecting through to key accounts and beyond.

Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has a Diversity and Inclusion Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment in line with Shaw Trust's Strategic aim to adopt green approaches and become carbon neutral.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

Person Specification Job Title: Regional Employer Account Manager (E=Essential D=Desirable)
SKILLS AND CORE COMPETENCIES
Technical Skills <ul style="list-style-type: none">• Minimum of GCSEs grade 4 in English and Maths or equivalent (E)• IAG or Sales Management qualification or equivalent (D)

Experience

- Experience of working in the employment and skills sector and delivering to specified targets, quality standards and compliance measures. **(E)**
- Partnership or sales experience, recruitment/learning and skills or business knowledge is an advantage. **(E)**
- Exceptional account management or partnership development skills in recruitment and/or learning and skills sector. **(E)**
- Experience in using partnership development or account management techniques to chart the course of conversations with prospective employers **(E)**
- Experience of delivering to specified quality standards or compliance measures **(E)**
- Strong track record in achieving individual and team performance targets. **(E)**
- Experience of working remotely **(D)**
- Experience of working in a variety of industrial/commercial environments. **(D)**
- An understanding of the local and regional labour market and employment issues within one or more sectors or industries **(D)**
- A practical understanding of recruitment and selection processes within one or more sectors or industries **(D)**
- Knowledge of employment law and disability legislation such as Employment Law, Health and Safety, Equality and Diversity, etc. **(D)**

Skills and Attributes

- Strong presence and high levels of emotional intelligence. **(E)**
- Excellent Communication skills both written and oral and good clear telephone manner. **(E)**
- Target driven and possess the ability to converse confidently at decision maker level. **(E)**
- Good attention to detail. **(E)**
- Computer Literate and experienced in database navigation. **(E)**
- Ability to write detailed follow up notes for business reporting. **(E)**
- Ability to problem solve and respond appropriately to a variety of situations. **(E)**
- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities, Diversity and Inclusion. **(E)**
- Good administration, IT and organisational skills with good experience of using MS office software. **(D)**
- Solutions focused with ability to work under pressure **(D)**
- Ability to set own KPIs/Account Management plans **(D)**

Personal qualities, communicating and relating to others

- Ability to gauge the disposition of prospective employers and adapt behaviour accordingly. **(E)**
- Good organisational and self-motivation skills. **(E)**
- Ability to actively listen to the prospective employers and be able to summarise and reflect back whilst comfortably discussing any complex issues when required **(D)**
- Ability to communicate effectively with prospective employers **(D)**
- Proven ability to build positive relationships both internally and externally. **(E)**
- Self-driven with high expectations. **(E)**
- A resilient attitude to rejection and an appetite to succeed **(E)**
- Flexibility to cope with the varying demands of the role and managing time effectively to achieve the desired results. **(D)**
- Comfortable working remotely using a range of digital channels including phone, video conferencing, instant messaging and email **(D)**

Safeguarding

- Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. **(E)**
- This post requires a Disclosure and Barring Service Check at a Basic level **(E)**

Other

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity **(E)**