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## ROLE DESCRIPTION

ROLE <b>Account Manager – UK &amp; Eurasia</b>	DATE AGREED <b>02/08/2022</b>
REPORTS TO <b>Business Development Manager – UK &amp; Eurasia</b>	VERSION <b>V2</b>
WORKS CLOSELY WITH <b>BD Managers , other colleagues in the BDU</b>	ROLE

### PURPOSE

To work with existing and potential UK & European/Central Asia customers (Learning Partners) to ensure they are supported in maintaining an appropriate level of quality as a partner and helping them to maximise their potential and deliver budgeted revenue targets.

To work alongside the Business Development Managers, Marketing Channel Managers and other Account Managers , gather market and competitor intelligence, work with onboarding potential new clients, assist with lead qualification and progression, and contribute to our sales revenue and KPIs. Attend and support internal project groups between units to represent the Channel and clients needs.

The role may involve monthly UK-wide travel, with international travel on some occasions (90% UK focus initially)

### ACCOUNTABILITIES

- Acting as the focal point for allocated channel partners and as their voice/champion within NEBOSH
- Focus on delivering impactful pieces of work and engaging the team to elevate the quality and efficiency of our delivery
- Track and manage regular contact with all existing NEBOSH Learning Partners
- Managing the CRM system and support the team in using it effectively, assisting with lead qualification and follow-up and with reporting and analysis.
- Producing reports and analysis to support the planning and development of sales, marketing, and strategy.
- Developing and managing customer issues for timely resolution and clear communications with all involved, taking ownership.
- Helping to gather competitor intelligence and contributing to the development of strategy for target markets.
- Work with different data sources to provide stakeholder and market insights
- Create and maintain strong relationships with all main client decision makers/budget holders
- Develop opportunities to grow revenue for the team through existing clients, with a focus on consolidating and leveraging our current network
- Support high functioning relationships with internal teams, including regular connections, and sharing projects and briefs for mutual benefit, representing the Channel/BDM

- Work with our territory partners and internal units to collaboratively develop proposals for new business and product development
- Leverage country stakeholder and LP relationships and our alumni community to ensure high-quality data/insight, implementing efficiencies and opportunities for improvement.
- Apply an understanding of and respect for other cultures to enhance client solutions and achieve best value for clients
- Working with colleagues ,you will ensure the successful presentation of NEBOSH at digital and terrestrial conferences, exhibitions, and events.

## **ESSENTIAL SKILLS & EXPERIENCE**

Experience, with a track-record of effectiveness, in:

- Working with Learning Partners/education resellers to support accreditation and continuous quality improvement
- Sales management and reporting, including effective use of CRM system
- Market research – gathering, analyzing and presenting market and competitor intelligence
- Working in a multi-level stakeholder environment, with excellent relationship management sand communication skills
- Managing and motivating stakeholders

### **Good knowledge of:**

- NEBOSH’s current markets, NEBOSH’s products, NEBOSH’s competitors and the technical training/OHS marketplace preferred
- GDPR

### **Effective skills in:**

- Sales and account management support
- Communication, written and verbal
- Project management
- Monitoring and reporting
- Budget control
- Market research / Data analysis

### **Attributes & Values :**

- Thorough and eye for detail- Sets and meets high standards
- Commercial and customer-centric mind-set
- Outcome driven - Tenacious & Committed to Success
- Well-organised; able to multi-task, work at pace and under pressure; meets deadlines and works with others well
- Collaborative & Empowering
- Demonstrates respect and integrity in all situations
- Innovative and curious to improve working

## **EXPECTED QUALIFICATIONS/EQUIVALENT EXPERIENCE**

Degree-level qualifications, or equivalent experience desirable.

OSH related qualifications or OSH related sales experience is desirable.

European or Central Asian languages desirable.

Project Management qualification or experience desirable.

Demonstrable competence in:

- Microsoft Office software tools,
- CRM systems
- Data analysis and presentation tools, such as Tableau or Excel or online survey tools