



Job title	Account Manager (England / International)
Band	6
Team	Business Development
Responsible to	Director of Global Business Development
Responsible for	N/A

About us

QAA is the UK's independent quality body for tertiary education, and our purpose is to ensure that students and learners experience the highest possible quality of education.

We have changed to meet the evolving needs of a sector that has undergone reform across all nations of the UK. We are the UK's authority on quality and standards, acting as custodian on behalf of the sector of reference points including the UK Quality Code for Higher Education, Subject Benchmark Statements, and the Frameworks for Higher Education Qualifications. Throughout the UK we are the trusted partner of governments and funding bodies. In Scotland, Wales, and Northern Ireland, we work in collaboration with the sector to meet the needs of each nation. In England, our highly successful membership programme provides a rich source of resources to strategic leads, quality specialists and students and learners alike. Globally we are recognised as one of the world's leading quality bodies and support the UK sector as it welcomes international students and extends its reach through transnational education.

We are a remote first organisation and encourage day-to-day flexibility. It's important to us that our working environment enables us to deliver our services in a way and location that provides the best outcomes for our stakeholders and customers and meets their expectations. Alongside this we want individuals and teams to feel empowered to work where, when, and how they want, providing that business needs are met.

The Account Manager (England / International) role within our Business Development team contributes directly to the delivery of the Agency's purpose.

The role

The Account Manager is responsible for establishing, managing and measuring the success of commercial partnerships we enter into, for the purpose of generating additional revenues through incremental product / service sales to existing customers.

The Account Manager works alongside the Customer Engagement team to identify and formulate value propositions for existing customers by developing a deep understanding of

the needs of the various audiences that exist within the customer base.

The Account Manager draws upon subject matter expertise from across the Agency to build value with customers, to both enhance their perception of us and to identify further scope to position our products and services.

Key responsibilities

- Establish strong and trusted relationships with key stakeholders, customers and sponsors, including to understand their specific challenges and objectives and demonstrate how our products and services can provide solutions and address their unique needs.
- Extend the reach of the QAA network within the customer base by carrying out audience mapping and engagement activities in conjunction with the Sector Engagement team.
- Territory planning for target customers demonstrating how sales targets will be achieved across the customer base.
- Forecast and track key account metrics demonstrating potential and realised profitability across the account base.
- Develop a deep understanding of products, features, and benefits, as well as how they align with the needs of higher education institutions.
- Work with Business Development, Marketing and Sector Engagement teams to identify potential business development opportunities that could be developed for the purposes of market testing a value proposition or delivering incremental services to existing customers to protect customer attrition.
- Follow up on membership renewal notices with members by promoting the value of membership through member value statements and account profile development.
- Creating proposal content to share with prospects / existing customers that clearly defines the value proposition of such products / services.
- Develop and manage the entire sales cycle for existing customer opportunities, from initial contact to contract negotiation and closure. Implement efficient processes and procedures and ensure CRM is always kept up to date with customer data.
- Meet or exceed quarterly and annual sales targets and quotas.
- Work with the digital, marketing and communications team to create marketing campaigns, case studies etc, that evidence the value of our relationships, products and services.
- Maintain and develop existing customer relationships to optimise quality of service, business growth and customer satisfaction. Work with customers to secure case studies, testimonials, evidence of impact and other promotional activities / content and share with the customer engagement and marketing teams.
- Conduct in-depth, account-based research on the higher education market within target market(s) to identify opportunities that align with the Agency's offering.
- Work closely with the marketing and customer engagement teams to generate and nurture leads within the territory.
- Deliver compelling presentations and product demonstrations to showcase the value and benefits of our products and services.

- Collaborate with the customer engagement team to ensure a smooth and successful onboarding process and ongoing support for new customers.
- Provide valuable market and sector feedback to the product development, marketing and customer engagement teams to help enhance our products based on customer / audience needs.
- Foster and maintain productive working relationships with colleagues both within own team and across QAA, emphasising collaboration and the sharing of knowledge. Actively share information and ideas to enhance practice and ensure others are kept informed of progress and developments.

Key contacts

- Director of Business Development and Engagement
- Colleagues in Digital, Marketing and Communications and wider Business Development and Engagement teams
- Colleagues across wider QAA
- UK and International universities and partner agencies
- Relevant UK and International Governments

Our job descriptions provide information about roles and their responsibilities at the date when they were created. They are intended to provide a general overview, and it is important to note that responsibilities and tasks may vary from time to time without changing the general character of the role or the level of responsibility entailed. Such variations are a common occurrence.

Person specification

Attributes	Criteria	* How measured
Experience	<ul style="list-style-type: none"> • Working within a business to business (B2B) customer facing environment in a sales / business development role. • Proven track record of consistently meeting / exceeding sales targets. • Territory planning. • Experience of delivering successful presentations up to a Director Level audience. • Working to and successfully achieving tight deadlines. • Delivering high levels of customer service. 	<p style="text-align: center;">A</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">A</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">A, I</p>
Qualifications and training	<ul style="list-style-type: none"> • Relevant qualification or equivalent experience 	<p style="text-align: center;">A</p>
Knowledge, skills, and abilities	<ul style="list-style-type: none"> • Sensitivity and understanding of working in a customer and service-focused environment. • Ability to work effectively, as part of a diverse and dispersed team. • Ability to manage own work in a structured and well-planned way. • Strong empathy for clients and passion for generating revenue and growth. • Team player who also has individual drive to succeed. • Fully computer literate, comfortable with and experienced in using word processing, spreadsheets, CRM, internet, and email applications. • Interest in and commitment to the sector. • A thorough understanding of data protection and best practice. • Good understanding of how digital technology can be used to drive and deliver organisational objectives. • Designing/producing sales quotations/proposals and promotional offers 	<p style="text-align: center;">I</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">I</p> <p style="text-align: center;">I</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">I</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">A, I</p> <p style="text-align: center;">I, T</p>
Behaviours	<ul style="list-style-type: none"> • A willingness to work flexibly with a 'can-do' approach. • Contribute to a positive and inclusive remote work culture. • Open minded and adaptable to new ways of working. • Show initiative to meet the needs of QAA. • Demonstrate the highest standards of workplace ethics, honesty and integrity that inspires trust and confidence. • Ensure the image of QAA is represented in a positive, supportive, and professional manner. • Highly motivated and able to work in an agile environment. • Proactive and self-motivated. • Interested in professional development and continuous improvement. 	

	<ul style="list-style-type: none">• Ability to demonstrate, understand and apply our ways of working.	
Location	Flexible (providing it is within the UK) with some travel within the UK and, potentially, international travel.	

***A: Application; I: Interview; T: Interview Task**

Date: September 2024