



*Job Description*  
**Client Relationship Manager**

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**Mission & Values**

The EBP is a commercially focussed social enterprise that develops the skills of young people. We are proud to support young people across the country, helping them to develop the skills they need to thrive.

We work in partnership with a broad range of organisations and partners in order to contribute to key local, regional and national agendas, which benefit education and business.

We lead in the provision of specialised services and solutions for education and business.

We are committed to safeguarding and promoting the welfare of children and young persons and expect all staff to share this commitment. **This post may require an enhanced Disclosure and Barring Service (DBS) check.**

**POST:** Client Relationship Manager

**RESPONSIBLE TO:** Head of Sales & Growth

**BASED AT:** Welton House, Lincoln

**HOURS:** 37 hours per week over 5 days a week

# EBP

## ROLE AND RESPONSIBILITIES

- To manage the relationships between schools, corporate leads and EBP staff.
- The single point of contact for relevant EBP staff and the school or corporate lead
- A one stop contact at The EBP who can manage the relationship with leads in a professional way, including the administration, service and evaluation that will be required from The EBP
- Complete understanding of each lead/customer and our progress with them at all times
- Attend client visits, if the need arises
- Monitor visits alongside the sales strategy and engage HR for training as needed. Feedback from each visit team will be taken and analysed to improve future sales visits
- Create a process and the necessary admin procedures to manage these relationships
- Coordinate research in advance of each sales meeting – this will include information about the school/corporate, the location and its key businesses, set of questions
- Coordinate promotional materials and ensure the visit team understands the contents and their relevance to the lead
- Coordinate post-visit report to send to the lead (Client) including information and a summary of the discussion key points and the content of the quote and details of the service discussed

### General:

- Create a strategy for managing leads to clients
- Create a client centric strategy for ensuring all EBP teams fulfil their roles within this process to high standards
- Work with Communications Team to implement internal communications strategy and ensure relevant marketing materials related to our clients are available
- Make suggestions with regard to internal information and processes
- Liaise with managers to ensure smooth delivery
- Contribute to generating profitable business growth
- Ensure The EBP brand is managed and represented
- Ensure there is a match between client requirements and the services quoted/offered
- Facilitate and contribute to proposal opportunities and client presentations
- Create a client strategy for relationship development for priority clients and sectors
- Develop ongoing account management activities which could include a growth strategy for each client account
- Manage relationship development plans
- Drive teams through the proposal process, including developing pursuit strategy and value proposition
- Draft client-focused proposals and deliverables, and coaching teams as appropriate

## SKILLS & REQUIREMENTS

### Essential

- Knowledge of schools and Multi Academy Trusts
- Experience of developing proposal strategies and analysing/ evaluating competitive landscapes
- Identifying critical decision makers/stakeholders
- Writing proposals and project managing pursuit efforts
- Preparing sales teams for general client and sales-focused interactions, including: preparing for meetings and presentations, creating meeting materials and understanding how marketing and sales functions/tactics work together to drive sales strategy
- Ability to communicate with impact verbally and in writing through client proposals, presentations and other communications
- Experience in researching and using analytical skills with the ability to pull out relevant data/information and provide synopses for stakeholders
- Experience of working in a strong team-focused environment and build relationships/collaborate effectively with stakeholders
- Working with a strong sense of urgency and be agile in an ever-changing environment
- Strong marketing, communication and written skills
- The ability to communicate well with people at all levels
- Well organised with clear attention to detail, processes and procedures
- Good IT skills, including Word, PowerPoint and Excel

### CORE COMPETENCIES

- Driven by results
- Builds personal effectiveness
- Effective teamwork
- Focuses on quality and customer service
- Drives continual improvement
- Utilises resources efficiently

I confirm that I have read and understood the above Job Description

Name \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_