JOB DESCRIPTION

Job Title	**Senior Account Manager**		
Reports to	**Director, Client Experience**		
Department	**Custom Solutions, Executive Education**		
Job Family	**Relationship**	**Level**	**4**

About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

About the Department

Executive Education designs and delivers world-class management and leadership development programmes including a portfolio of over 30 open enrolment programmes for individuals, and customised programmes for global client organisations. With an annual turnover of c.£45 million, Executive Education accounts for approximately 40% of the School's total revenue and is an essential part of the School's mission to have a profound impact on the way the world does business

Job Purpose

The purpose of the Senior Account Manager role is to lead on the day to day client relationship, and project management for large clients and/or to act as lead account manager on smaller clients, which sometimes includes the opportunity to win/grow business (depending on portfolio, skills and capacity).

On large clients, the Senior Account manager works with a Client Director and Design team in Learning Solutions, to translate business won and programme designed in to a well-planned and managed project, logistically delivered by a Programme Manager, keeping all client and project stakeholders informed and on track.

With smaller clients, the Senior Account Manager will project manage and may lead on the relationship management, and commercials.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Relationship Management

- **Build client relationships.** Build and develop lasting relationships with current (and prospective clients where appropriate) and stakeholders to meet revenue delivery targets and to spot and generate new long–term opportunities for LBS when acting as lead account manager
- **Client communications**. Be the 'go to' person for the client on day-to-day account issues, keeping other colleagues and stakeholders informed depending on issue
- **Anticipate and resolving issues**. Anticipate and react to client/stakeholder issues, resolving when they occur to ensure a world-class service is provided

Project Management, Co-ordination and quality

- Work with CD, Learning Solutions colleagues to understand the client project and to define the scope, deliverables, key milestones, KPI's
- Ensure account and project plans are in place and on track for all clients and projects
- Define the project's governance structure, scope, key activities, milestones and dependencies on a project plan and use to align regularly with the client, internal project team and all stakeholders
- Define and ensure the appropriate resources and timetabling activity is available and allocated to the project/programme
- Execute, monitor and make adjustments to ensure projects are executed to the highest quality, according to the project plan and within defined scope, budget and outputs
- Establish a communication plan, including project kick off meeting and briefing/training of any project team memebers, to ensure all stakeholders (internal and external) are informed on progress, issues etc.
- Review programme quality with client and client project team and agree actions to ensure that programme quality continues to improve. Lead or support CD in review meetings with client

Account Planning

Account plans. Define and execute annual account plans and annual reviews, either with CD or leading on smaller accounts

- **Rankings.** Carry out actions to support our rankings and awards activities
- **Renewals and growth**. Support Client Director with account renewals to ensure the continuation and growth of account. May also lead on renewals and growth of own portfolio of existing/smaller clients

Business Development

- Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities for LBS to achieve and exceed revenue or engagement targets

Product, Client and Market Knowledge

- **Product knowledge.** Keep up to date with new LBS programmes, prooducts, faculty thought-leadership and work collaboratively with account/client project team to ensure relevant advancements and trends are communicated to clients in an appropriate way
- **Client knowledge.** Develop knowledge of client interests and needs
- **Competitors and Market.** Keep up-to-date with competitor offering, wider market trends and innovations.

Commercial and Negotiations

- **Negotiation**. On smaller accounts where you are lead account manager, lead the negotiation of contracts and agreements with clients to secure the best possible commercial outcomes
- Use your understanding of the client's needs and the School's offerings and financial targets to ensure appropriate terms are offered and can be delivered
- **Budget oversight**. Oversee the control of relevant budgets to ensure well planned, value for money and cost control
- **Targets met.** Achieve or exceed margin targets (and client target budget depending on portfolio) in own area and contribute towards those of wider team

Stakeholder Management

- **School relationships.** Build relationships with and influence multiple stakeholders across the School, to help smooth decision–making and provide a seamless, world–class client experience

Financial and Legal Management

- Adhere to Executive Education's commercial and financial management procedures
- Create and maintain up to date financial documentation for each project/programme
- Ensure the effective use of financial resources to produce value for money
- Manage client invoices, recharges and procurement
- Ensure programmes are delivered to budget and margin
- Lead the review of programme financials
- Update the pipeline for your clients ensuring that forecasting is accurate, to inform effective decision making

Other

- **Data.** Keep CRM updated with all relevant information
- **Policy and Processes**. Adhere to all LBS and team policies and processes to ensure smooth running of team and business

KPI's

- Revenue delivery, margin and quality targets are met or exceeded
- Delivery of projects/programmes to time, scope, budget and quality
- Target Client Net Promoter Scores achieved
- Excellent feedback from internal stakeholders
- CRM is up to date and accurate, thus informing effective decision-making
- Effective contribution to continuously improve School rankings

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Experience of client relationship management
- Experience of key account management
- Project and project team management
- Some business development and consultative sales knowledge/experience
- Excellent communication skills
- Proven financial management skills
- Experience in negotiation, networking, and influencing
- Ability to manage multiple internal and external stakeholders
- Knowledge of business education market, LBS and competitor school offerings
- Learning design knowledge an advantage
- Language skills is an advantage

Resources including team management

Management of project/matrix teams

Staff	No direct reports
Budgets	
Date Updated	20.12.2019