JOB DESCRIPTION

Job Title	**Senior Manager, Open Sales and Client Relations**		
Reports to	**Executive Director, Sales & Client Relations**		
Department	**Sales and Client Relations**		
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. Executive Education accounts for significant proportion 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 and the way business impacts the world.

Job Purpose

The purpose of this role is to lead the Executive Education Open Sales team and to achieve and exceed revenue and contribution targets. As such this role is responsible for:

– Acting as an ambassador to prospect, current and past participants and alumni to drive repeat business and referrals
– Delivering open programme sales revenue targets by working directly with (i) corporations and (ii) working professionals
– Leading an engaged, inspired and effective team of Client Relationship Managers who have the drive to overachieve on their targets
– Reviewing and amending pricing for all open programmes
– Driving and shaping, alongside Brand & Marketing, all open programme marketing activities to raise awareness, drive preference and maximise leads
– Collaborating with the Open Portfolio team and Academic Directors to ensure programmes in the LBS Open portfolio are relevant, compelling and competitive

– Managing a small portfolio of open programmes

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of the plan and strategy for sales of open programmes, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Develop revenue, account & engagement plans and lead their implementation to support the achievement of revenue targets.
- Review and amend pricing for the portfolio of open programmes in line with programmes' value add and the competitor landscape/
- Develop Key Performance Indicators to measure success and support the assessment of the strength/quality of relationships and/or the impact of engagements.

Relationship Management

- Build and develop lasting relationships with current and prospective clients and stakeholders to meet revenue targets and establish new longterm relationships.
- Regularly meet current participants and past participants and alumni to assess the impact of the open programmes and to support repeat business and drive referrals.
- Ensure relevant materials and resources are used to target client and stakeholder needs and to further develop current and new offerings.
- Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities to achieve and exceed revenue targets.
- Investigate and assess complex issues raised by clients or stakeholders and employ established techniques to resolve the issue and maintain/ improve relationships.
- Manage prospective and/or current clients/stakeholders through the sales/conversion pipeline, tracking progress to ensure objectives are met.

Collaboration and Stakeholder Management

- Collaborate with Client Directors and other colleagues within the department and across the School to leverage the longstanding corporate relationships Executive Education has in understanding clients' needs and
- Collaborate effectively with the Brand & Marketing Team
- Represent the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Build a network of stakeholders across the School to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.

Commercial

- Negotiate contracts and agreements to secure the best possible commercial outcome for the School.

Financial Management

- Own the sales pipeline, ensuring that forecasting is accurate and regularly updated.
- Contribute to the development of and lead the control of relevant budgets to ensure value for money and cost control.

- Ensure agreed contribution targets are met

Analysis and Reporting

- Use systems and data to track sales, conversion levels and pricing, and use this information to make decisions regarding current and planned marketing and sales initiatives and programme pricing.
- Identify trends with prospective or current clients, provide insight and suggest ideas/action.
- Liaise across the team to prepare financial reports to inform review, planning and decision-making.

Communications

- Create and deliver compelling presentations to targeted internal and external audiences and stakeholders, responding to their questions and issues to support the achievement of the teams, Executive Education's and the School's strategic objectives.

Product/Proposition/Technical Knowledge

- Ensure sound knowledge of the CRM in use and identify and drive improvements, where needed, to increase effectiveness of team
- Research and keep up-to-date with industry and disruptor advancements and trends and use these to ensure that Executive Education's value proposition remains relevant and compelling.
- Develop a deep understanding of London Business School' degree and non-degree offerings as well as competitor and disruptor offerings and use this knowledge to inform the team's and department's plans.

Project Management

- Plan and deliver a range of projects, act as an expert resource or lead a work stream on more complex projects, to ensure delivery against project time, cost and quality standards.

Supplier/Contractor Management

- Monitor the quality of work delivered by third-party supplier/contractors against agreed service level agreements to ensure it is to the required standard, and provide feedback on performance to management. Take action as necessary based on feedback and escalate issue resolution when required.

People Management

- Recruit employees who are aligned to the School's strategic objectives and values, to ensure the creation of a high performing team.
- Translate Executive Education's vision into a meaningful purpose for the team and inspire the team to achieve it.
- Set and develop appropriate culture for the team, through role modelling the School's values, setting behavioural expectations and supporting team wellbeing.
- Ensure team are aware of and comply with all relevant policies and procedures.
- Define and communicate the team's priorities and workload, in line with the wider Departmental priorities and team job roles.
- Manage performance/achievement/engagement to ensure that the team achieves individual priorities and collaborates with colleagues to achieve wider goals.
- Role model, encourage and enable collaboration across the team(s), to ensure high levels of engagement and collective achievement of goals.
- Identify team development needs, develop plans and create/promote learning opportunities, to enable good performance and impact in current role and appropriate career progression.

Change Management

- Champion change by role modelling the behaviour expected from all colleagues, and consider the impact of change on all processes, systems and people to ensure appropriate steps are taken for successful implementation.

KPIs:

- Revenue and contribution targets met or exceeded.
- Accurate CRM records
- Repeat business and referrals
- Contribution to improvement in performance for the team or department.
- Production of high-quality reports, with complex analysis to support management decision-making.
- Projects delivered on time, on budget and to quality standards.
- Successful recruitment of stakeholders.
- Contribution to innovation within own area.
- Strong cross-team working relationships developed with key stakeholders.
- Improvements in commercial performance for the team or department.
- Contracts negotiated that protect the interests of London Business School.

Knowledge, Qualifications and Skills Required

- Excellent communication skills with the ability to engage a variety of audiences.
- Experience in a sales role and in leading a high-performing sales team.
- Experience in using data to drive business decisions.
- Experienced CRM user.
- Excellent analytical and problem solving skills.
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritise and focus on material issues.
- In-depth knowledge of business education/specialist area.
- Experience of leading projects.
- Experience in effectively managing external suppliers/contractors.
- Financial management experience and commercial acumen.

Resources including team management

Management of 6 Client Relationship Managers

Staff	6
Budgets	Team P&L Open Sales
Date Updated	January 2023