JOB DESCRIPTION

Job Title	**Client Relationship Manager**		
Reports to	**Director, Open Programme Sales**		
Department	**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 impactful learning solutions for organisations, that enable their people and teams to take action, transform and grow themselves and their business. This includes an extensive portfolio of in person, blended and online programme titles delivered from our campuses in London and Dubai and customized blended programmes delivered around the world. Programmes are targeted at middle and senior executives, as well as high potential early careers and board level directors.

Executive Education has ambition growth targets in the next five years, accounting for an important proportion of the School's total revenue. It is a key part of the School's future strategic and growth plans.

Job Purpose

Our client manager team in Open Sales focuses on driving profitable revenue growth through B2C and B2B relationships. They are responsible for conversion of B2C clients as well as developing nurturing and growing B2B relationships with corporations.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of strategy for the area, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Develop tactical recruitment/revenue /account/engagement plans for own area and lead their implementation to support the achievement of revenue /engagement targets.
- Contribute to the development of Key Performance Indicators to 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/engagement targets and establish new long term opportunities.
- Work with clients and stakeholders to develop solutions that best meet their needs.
- Ensure relevant materials and resources are used to target client or stakeholder needs and to further develop current or prospective relationships.
- Proactively utilise relationship management skills and London Business School knowledge to make connections and spot opportunities to achieve and exceed revenue or engagement 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 students/clients/stakeholders through the sales/conversion/engagement pipeline, tracking progress to ensure objectives are met.

Analysis and Reporting

- Use systems and data to track sales/conversion/engagement levels and use this information to make decisions regarding current and planned initiatives.
- Identify trends with prospective or current students/clients or stakeholders, provide insight and suggest action to develop the School's relationships.
- Liaise across the team to prepare complex reports to inform review, planning and decision-making.

Communications

- Create and deliver presentations to targeted audiences, responding to their questions and issues to support the achievement of the School's strategic objectives.

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.

Recruitment

- Engage and convert a strong network of stakeholders who are aligned to the School's strategic objectives and values, to ensure achievement of recruitment/sales/engagement targets.

Product/Proposition/Technical Knowledge

- Research and keep up-to-date with industry and technological advancements and trends and use these to ensure that innovative and effective client/stakeholder solutions are proposed.
- Develop deep understanding of London Business School and competitor offering and use this knowledge to inform innovative and high-impact client/ stakeholder proposals.

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.

Collaboration and Stakeholder Management

- 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.

Financial Management

- Contribute to the development of and lead the control of relevant budgets to ensure value for money and cost control.
- Ensure account information is kept up to date and pipeline forecasting is accurate

Commercial

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

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:

- Identify and build new client relationships
- Achieve and exceed revenue targets
- Nurture existing clients and execute a business development plan with the objective of developing business
- Partner closely with internal and external cross-functional teams to guide the direction of our product offerings.
- Ensure the highest levels of service is being provided to our existing client base.
- Raise our profile in the marketplace by participating in seminars and client functions as required and keep up to date with industry changes in the UK and elsewhere as they relate to our activities and to our clients' needs.
- 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

- Bachelor’s degree or equivalent experience.
- Professional qualification or equivalent experience.
- Experience in B2B sales, account strategy management & client recruitment or equivalent areas of expertise.
- Excellent communication skills with the ability to engage a variety of audiences.
- Significant experience of software related to own area of specialism, with the ability to build basic models or tools.
- Sound working knowledge of policies, regulations and legislation in area of specialism.
- Excellent analytical and problem solving skills.
- Ability to manage multiple internal and external stakeholders.
- Ability to prioritize 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.

Staff	n/a
Budgets	n/a
Date Updated	April 2023