London Business School

JOB DESCRIPTION

	Senior Account Manager		
Reports to	**Director, Client Experience**		
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 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 the Senior Account Manager role is to lead on the day-to-day client relationship, and project management for large clients and 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 in to a well-planned and designed 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 lead on the relationship management, and commercials with regards to repeat business.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Relationship Management

- Build, develop and maintain longlasting relationships with existing clients and stakeholders to meet revenue and quality programme targets and to generate long–term partnerships and new opportunities for LBS
- Be the 'go to' person for the client on day-to-day account and programme matters, keeping other colleagues and stakeholders informed

Project/Programme Management

- Drive new custom programmes, from win to delivery, leading the programme team and working with the client, programme team and other stakeholders as required to deliver learning experiences to defined scope, budget and quality
- Understand client and programme needs and define and communicate scope, roles & responsibilities, deliverables, key milestones, KPI's, governance structure to all programme stakeholders. Use to align regularly and monitor progress.
- Create and execute on a communication plan to ensure stakeholders (internal and external) remain informed on progress, issues and any other matters
- Ensure account and project plans are in place and on track for all programmes
- Define and ensure appropriate resources and timetabling activity is available and allocated to the programme
- Regularly track and review programme quality, agreeing actions to ensure quality and impact standards are met and continuously improved.
- Proactively anticipate risks and manage and resolve issues
- Carry out actions to support business rankings and awards activities

Collaboration and Stakeholder/Supplier Management

- Build relationships with and influence multiple stakeholders across the School, to help smooth decision–making and provide a seamless, world–class client experience
- Monitor the quality of work delivered by third party supplier/contractors against agreed service level agreements to ensure it is of the highest standard and provide feedback on performance to management

Quality Analysis and Reporting

- Work closely with the Programme Director to define quality and impact measures
- Track and continuously improve the programme to ensure it meets or exceeds customer needs and delivers individual and business impact
- Lead evaluation activity annually and after every iteration to assess the success of programmes against KPI's and objectives and ensure the continuous improvement of the learning provided

Commercial and Financial Management

- Set up and proactively manage budgets and other financial documentation for each programme to achieve or exceed margin targets while delivering high impact learning experiences
- Ensure value for money and cost control
- Use understanding of the client's needs and the School's offerings and financial targets to ensure appropriate terms are offered and can be delivered
- Keep CRM updated with all relevant information. Update the pipeline for clients in portfolio to ensure business forecast is accurate and to inform effective decision making
- 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

- Adhere to Executive Education's commercial and financial management procedures
- Manage client invoices, recharges and procurement
- Lead the review of programme financials
- Adhere to all LBS and team policies and processes to ensure smooth running of team and business

Account Planning

- Define and execute annual account plans and annual reviews in collaboration with the Client Director

Product, Client and Market Knowledge

- Keep up to date with new LBS programmes, products, 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
- Develop knowledge of client interests and needs
- Keep up-to-date with competitor offering, wider market trends and innovations.
- Keep up-to-date with the LBS and Executive Education teaching and learning strategy

KPI's

- Contribution and quality targets 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
- High quality work delivered by contractors within the project

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Experience of client relationship management
- Experience of key account management
- Experience in leading projects and project teams
- Excellent communication skills and the ability to develop and maintain client relationships
- Proven financial management skills and commercial acumen
- Experience in negotiation, networking, and influencing
- Ability to manage multiple internal and external stakeholders at all levels
- Knowledge of business education market, LBS and competitor school offerings
- Prior experience working in a learning business is an advantage
- Working knowledge of adult learning methodologies is an advantage
- Language skills is an advantage

Resources including team management

Management of project/matrix teams

Staff	No direct reports
Budgets	Programme budgets

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