

## Account Manager

**Reporting to:** Deputy Head of Education Business

**Location:** Office Based with Hybrid Working (Hackthorpe, nr Penrith), or remote working.

### The Job (in a Nutshell)

We are looking for someone to build and maintain partnerships with schools, colleges, and youth organisations. Your goal will be to offer these groups exciting outdoor learning residential that inspire young people.

Your role involves managing a list of current customers, ensuring they keep coming back, and finding new business opportunities. You'll be part of the Education team, working to meet performance goals and enhance customer experiences. Building strong, positive relationships with customers is key to ensuring their ongoing commitment to our programs.

### Who We're Looking For

You are a results-driven team player with a solid understanding of the education sector. Ideally, you have at least one year of experience in sales, such as an account manager or a similar role.

You are passionate about outdoor learning and share our values and ways of working.

### Your Experience

- **Communication Skills:** You can communicate effectively and build strong relationships with both internal and external professionals.
- **Organisation:** You are highly organised, pay attention to detail, and maintain high standards of communication, both on the phone and in writing.
- **Negotiation:** You have good negotiation skills.
- **Independence:** You can work independently and take initiative.
- **Technical Skills:** You are confident using Microsoft systems.
- **Presentation and Social Media:** You have strong presentation skills and are adept at using social media, especially LinkedIn, for client engagement.

### Areas of Responsibility

- **Revenue and KPIs:** Meet revenue targets and other key performance indicators for the education team, ensuring both individual and team goals are achieved.
- **Customer Understanding:** Develop a deep understanding of customer needs through effective questioning and research.
- **Collaboration:** Work with other teams to ensure the best fit for customer programs.
- **Sales Proposals:** Create compelling sales proposals to win new business.
- **Customer Records:** Maintain customer records using our Microsoft Dynamics CRM system.
- **Relationship Management:** Use sales techniques and relationship management skills to overcome challenges and retain business.
- **Charitable Funding:** Promote and allocate charitable funding to customers based on need.
- **Liaison:** Work with all areas of the organisation to maximise opportunities.
- **Market Knowledge:** Develop an in-depth knowledge of customers, the region, the education market, and sales techniques to drive success in your role.

## Other

Some evening, weekend, and overnight work will be required, including attending taster sessions, client visits, and centre visits.

You'll also need an enhanced DBS check.

This role is perfect for someone who loves working with people, has a passion for outdoor education, and is driven to achieve results. If this sounds like you, we'd love to hear from you!

## Salary and benefits

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Salary £26,000 - £30,000 per year + Bonus. *Starting salary is dependent on experience*

### Benefits:

- Annual Leave of 24 days, plus bank holidays. Annual leave increases by 1 day per year to a maximum of 30 days, plus bank holidays.
- Life Assurance: 3 x salary, covered from start date; includes Employee Assistance Helpline.
- 8 weeks' sick pay at full salary in any 12 months.
- Long-term Disability Insurance: 2/3 salary less state incapacity benefit after 6 months' absence for up to 5 years, covered from start date
- Employee assistance programme Unum: In the form of an app, with easy access to medical and mental health support. Ranging from instant GPs appointments to physio or counselling services.
- Personal Accident Insurance while at work or commuting.
- Health Cash Plan with Medicash: a taxable benefit
- Pension Scheme (currently Standard Life): Auto-enrolment of all staff after 3 months service
- Berghaus uniform items provided and the opportunity to purchase Berghaus products at discount
- Staff bursaries: discounted course fees for family members

### Plus!

- Personal Adventures – Outward Bound has a positive attitude to extended/unpaid leave (forward planning is required)

## Hours of work

You'll work an average of 37.5 hours per week.

## Settling in period

There is a 3-month settling in period from contract start date.

## How to apply

If you are interested, please drop an email with an up-to-date CV and covering letter of no more than 500 words to Sarah Shutt, [sarah.shutt@outwardbound.org.uk](mailto:sarah.shutt@outwardbound.org.uk)

The closing date is 8<sup>th</sup> November 2024. Interviews will take place on 18<sup>th</sup> November 2024 at Head Office in Hackthorpe, nr Penrith on (or via TEAMS / Zoom if appropriate).