



Role Specification

Job Title: Account Lead (6 months Fixed Term)
Reports to: Sales Executive
Date: July 2021

Dimensions:

- The job holder has a major role in directly delivering or supporting sales across all the Institute services through the use of outbound telephone-based sales
- The active customer/prospect database managed by the membership and marketing team includes current and past customers/members, as well as a large prospect database (over 40,000) of large corporates and SMEs.
- The job holder deals with customers of the Chartered Institute, including members, students and corporate clients

Principal Accountabilities

- Achieving revenue targets through professional out-bound telemarketing
- Promoting the Chartered Institute's broad range of products and services
- Supporting the general brand positioning and awareness goals of the institute
- Conducting customer care calls to existing members as required
- To work with the other members of the membership and marketing team, as well as peers, managers and directors across the organisation as necessary in line with the revenue and corporate goals of the CIPP
- To participate, take responsibility for and/or deliver in a high quality and consistent manner other business development or marketing related projects or ongoing operational issues. This could include handling enquiries and data cleaning activities
- To participate as necessary in other tasks, including administrative, where the necessity arises

Job Context

- The role's core focuses are revenue and brand growth
- The business development activity in these areas are part of a broader sales and marketing programme, and co-ordination by the Sales Executive/ Marketing Manager, as well as by each staff member with their peers is critical in order to present an integrated and high quality image to customers.
- The requirement on the job holder is to represent the CIPP as a highly professional body

What drives the role?

- This is a fast-paced role requiring self-starter skills – the business is out there, in a highly competitive environment and the sales representative will be targeted with achieving results
- Revenue budgets and other targets will be set in discussion with the job holder by the Sales Executive / Marketing Manager.
- The post holder abides by policies and procedures as set by the senior management of the company and operates within these boundaries. They will also operate within the scope of the accredited quality standards – ISO9001
- Decision making in terms of relationships with customers is high, in line with the need to move quickly. However, the principles of such decision making will be agreed in advance with the line manager. The job holder is expected to use judgement and discretion in deciding if issues need to be referred to the line manager, divisional director or CEO as appropriate.

Nature and Scope of Working Relationships

- Integration with other business development, account management and promotional programmes is key to successful working at the Institute – which requires a high degree of communication skills with peers and managers to be exhibited by the job holder, as third party relationship management and sales are performed by a variety of senior staff.

Knowledge

- Successful track record in new business telesales, delivering growth oriented results
- The post holder must have a sound knowledge of all of the CIPP's products and services
- The post holder must have a confident, friendly telephone manner and be an excellent communicator
- The post holder will need to be IT literate to a good standard, which should include working knowledge of Microsoft Office packages
- The post holder will need to have sound organisational skills, be calm, a good listener, proactive, organised, professional and tolerant

Particular Challenge

- The job holder will be a highly motivated and creatively thinking individual who can understand the complex 'sell' of a professional body, and deliver it credibly and successfully to new and potential clients

Skills, Knowledge and Attributes

- Successful outbound telemarketing experience or be an ideal candidate for development into the role
- An excellent telephone manner, to be comfortable working within a structured framework whilst injecting individuality, personality and passion into what they do
- Out-going, gregarious, confident, polite, but not submissive
- Suited to a sales-orientated, target-driven and professional environment

- Sound communication skills, organisational skills, and to fit into an already successful marketing & business development team
- The desire to shine in a competitive, high-energy and fun environment
- IT literate to a good standard
- Receptive to training and personal development – full training provided

The successful candidate will:

- Demonstrate a desire to take the business forward
- Not easily be deflected by obstacles in their path
- Set clear & challenging goals for self
- Communicate effectively with all levels of staff
- Share information to develop and maintain relationships
- Deal with a wide range of internal and external contacts
- Deliver world class customer service
- Implement realistic schedules & contingency plans
- Question to probe for more information to gain a fuller picture
- Find the most effective & time-saving ways to solve problems

Terms and Conditions:

Salary	Basic salary plus commission (<i>full details available upon request</i>)
Working week	37 hour working week (full-time)
Annual leave	25 days annual leave per annum (plus bank holidays) – pro-rated
Pension:	Group Personal Pension Scheme available
Healthcare:	Healthcare and cash plan schemes available
Location:	Office-based, in Solihull

Recruitment Process:

Those who wish to be considered should submit a CV, along with a covering letter explaining why they are interested in the post and what they will bring to it and email to Luke.Butters@cipp.org.uk by no later than Friday 30 July 2021.

The CIPP is an equal opportunity employer who seeks to recruit and appoint the best available person for a job regardless of marital / civil partnership status, sex (including pregnancy), age, religion, belief, race, nationality and ethnic or national origin, colour, sexual orientation or disability.