

## Business Account Manager

Location	East or West Midlands preferred. Requires regular visits to Westminster HQ and frequent national travel (driving license required)
Salary:	£30k plus commission; on target earnings £50k+
Reporting:	Reports into Commercial Director
Start date:	As soon as possible

## About you

We're looking for a highly capable, motivated and public-service orientated Business Account Manager. You will have a proven track record in a similar or related sector, and demonstrate passion and drive to make a significant contribution to our continued growth and to the lives of low income families.

You will report directly into the Commercial Director as a core member of our growing national salesforce, owning the sales cycle from start to finish and operating mainly at Head of Service/Director level. You will work alongside our vibrant team of social policy experts, software technicians and data analysts to provide outstanding service and product delivery, which leaves clients delighted.

Your main focus will be to promote our consultancy and software offerings, build relationships with decision makers and frontline advisors in local authorities, housing associations and advice agencies, and achieve or exceed sales volume and value targets in 2019 and beyond. There are excellent opportunities for growth and advancement for the right person.

## About us

We believe the welfare system can work more effectively and help people towards greater independence. Government policy is complicated, confusing and ever changing. This makes the welfare system difficult to understand, to communicate and administer.

We simplify the welfare system for individuals and organisations. We help people understand how government policy affects them so that they can make decisions. Local authorities use our analytics to see how individual households are affected by the combination of national and local policy changes, now and in the future. Our tech engine models how the policies of different government departments affect thousands of families on low incomes. We use a scientific approach to data visualisation to drill down to identify individual households most in need, show organisations where they should focus support programmes and help them track the effectiveness of their support.

We support over 80 local authorities, housing associations and work and health organisations to improve the future for many people across the country. We are able to track the living standards of over one million

households, 1 in 8 of those who use the welfare system, via anonymised data sets. We were founded by one of the architects of Universal Credit and our analysis is widely covered in national media.

Our mission is to reduce poverty which we do through our:

- [Benefit and Budgeting Calculator](#) which provides personal budgeting support and helps people to grow their financial resilience without needing to be an expert in the welfare system
- [Data Analytics services](#) which help councils target resources more accurately, spend money more effectively and meet their statutory obligations

We strive to reach every household impacted by welfare reform to bring positive change to people's lives. We can only do this through our continued growth and development and by recruiting the best people, so that we have the biggest influence on the impact of policies, now and in the future.

## Job description

Your core responsibilities will be to take care of and manage allocated UK target markets, in accordance with sales strategy agreed with the Commercial Director. You'll promote our products and services to prospective clients and generally drive new business by executing a professional sales process from start to finish:

### Sales and business development

- Identify new prospects
- Contact, qualify and build a relationship with prospects over the phone
- Maintain relationships via email, working with the marketing team
- Hold virtual and in person client meetings and deliver product demos and trials, ensuring feedback is recorded, shared and acted upon
- Show you understand customer needs and challenges by suggesting effective and cost-efficient solutions – drawing on and co-ordinating with technical, analytical and management teams
- Write compelling, professional proposals that focus on expressed client need and the strategic and operational use of our services to support deal closure
- Meet and exceed realistic sales targets
- Feedback market knowledge and client use cases to the organisation in an effective way to ensure development is in line with commercial need

### Account Management

- Continue to work with new and existing clients to ensure they are delighted by our software, and provide support to ensure the software is embedded into their teams
- Learn about each client's needs to identify new business opportunities, support renewals and provide a high level of ongoing service

## Overview of required experience

Essential	Desirable
<ul style="list-style-type: none"> <li>• A natural ability and passion for consultative sales, with excellent communication and interpersonal skills</li> <li>• Desire to work in a business with a social purpose</li> <li>• Evidence of an ability to build client relationships, understand their needs and identify opportunities</li> <li>• Organised with excellent attention to detail</li> <li>• Ability to write compelling, professional proposals and successfully deliver a sales cycle through to completion</li> <li>• A self-starter with the ability to stay motivated and work independently</li> <li>• Ability to work effectively as part of a team</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and/or interest in the welfare system and the impact of welfare reforms</li> <li>• Knowledge and/or experience of local government or social housing</li> <li>• Experience of selling in software/ analytics, esp in the public sector</li> <li>• Proven track record in b2b consultancy sales</li> <li>• Experience with a sales pipeline methodology</li> </ul>

## Overview of required skills and behaviours

Company values	Individual key behaviours and values
<ul style="list-style-type: none"> <li>• Purposeful: know what you are doing, and why</li> <li>• Passionate: we care not just about what we are doing, but also why</li> <li>• Dynamic: we push for opportunities to improve, be creative and be innovative</li> <li>• Insightful: we're sharp, we go beyond just the analytics to get to the "so what"</li> <li>• Ambitious: not just for our clients or for ourselves, but also for those personally affected by welfare reform. The system can and should be better. We can and will be better</li> </ul>	<ul style="list-style-type: none"> <li>• Integrity: building on our reputation to date</li> <li>• Self-motivated: to achieve your targets and help grow the business</li> <li>• Commercial acumen: to be both realistic and ambitious in your role</li> <li>• Target driven: to keep focused on sales and growth</li> <li>• Team worker: happy to share and learn with colleagues</li> </ul>

## How to apply

Please send your CV with a covering letter that clearly outlines your suitability and interest in the post to [admin@policyinpractice.co.uk](mailto:admin@policyinpractice.co.uk).