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| Job title | Senior Account Manager |
| Department | Vita Health Group |
| Location | Home Working |
| Reporting to (job title only) | Head of Customer |
| Direct reports (job title only) | None |
| Job purpose | <p><u>Priority Key Tasks</u></p> <p>To develop deeper, penetrative, and consultative relationships within existing key customer accounts, ensuring the longevity and renewal of contracts, expansion and development of opportunities. The position of Senior Account Manager is a varied, self-directed role and requires excellent inter-personal skills, attention to detail and strong administration.</p> <p>The role requires the individual to determine the sales and growth strategy for each account in their portfolio, building strong and trusted working relationships with key internal and external stakeholders (for example, HR, operations, clinical teams, occupational health, department heads and procurement) to enable to growth strategy to be executed.</p> <ul style="list-style-type: none"> • Identify growth opportunities with existing customers and producing measurable account plans to report, monitor and achieve that growth. • Operating as the lead point of contact for any and all matters specific to your accounts, ensuring that your customers' needs are met consistently. • Develop trusted, long-lasting customer relationships with individuals across key areas of your customers organisation, such as HR, OH, Wellbeing and Operational and Case Management teams • Development of customer proposals to meet customer growth opportunities • Management of contracts and agreements to optimise profit and ensure that VHG is meeting its contractual obligations • Ensure the timely and successful delivery of services in line with customer needs and objectives |

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| | <ul style="list-style-type: none"> • Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders • Forecast and track key account metrics (e.g. revenue vs budget, growth opportunities, account risks, contract renewals and tenders, complaints and performance against contractual service level agreements) • Ensure the timely provision of accurate management information, providing consultative insight into the data as required. • Build open and trusted internal partnerships with key stakeholders across the operational, clinical and support services teams throughout VHG, to ensure that customer needs are met. • Maintain up to date product knowledge and conduct market research to actively contribute towards our proposition development and service to our customers • Lead on and conduct customer demonstrations and presentations of products, services and performance as required. • Keep all customer files, folders and account plans up to date. • Provision of a dashboard/reports on measurables within the job description to the Head of Customer • Timely responses to all customers via emails, voicemails or messages with SLA • Working with the Customer Operations Team to ensure timely and appropriate complaint responses • Access to appropriate systems to support customer queries where appropriate • Any other reasonable requests <p>Finance Administration</p> <ul style="list-style-type: none"> • Ensure customers provide timely payment of due invoices. <p>Marketing</p> <ul style="list-style-type: none"> • Working with the Customer Operations Team, lead on ensuring the provision of marketing materials in line with customer need for our existing portfolio |
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KPIs

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| Meet customer account growth plans and retention targets |
| Customer emails/phone calls responded to within 1 working day |
| Customer Account plans kept up to date |
| Customer contract renewals forecasted and appropriately managed |
| Customer satisfaction at agreed level |

| | Essential | Desirable |
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| Qualifications | GCSE Maths, English, Sciences at C grades and above | Graduate level qualification within a business, social sciences, or management sector |
| Experience | <p>At least 5 years' experience within an Account Management role within key and high profile customer accounts</p> <p>Proven ability to effectively manage several large-scale account management projects at once</p> <p>Customer relationship management with proven sales target and retention success</p> <p>Working in a team environment</p> <p>At last 5 years' experience working in the healthcare sector</p> <p>A consistent track record of meeting customer retention and growth targets</p> | |
| Skills/knowledge | <p>Proven ability to develop measurable customer growth and retention plans</p> <p>Strong verbal, listening, negotiation and presentation abilities</p> <p>Strong financial acumen with knowledge of levers associated with developing healthy profit margins</p> <p>Excellent knowledge of MS Word, database solutions including the development of Excel spreadsheets</p> <p>Effective and accurate internal and external written expertise</p> | <p>Experience of reading contracts and understanding contractual requirements</p> <p>Experience of developing commercial pricing models to meet customer needs</p> <p>Strong product and market knowledge within the MSK and Mental Health healthcare sector</p> |

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| | <p>The ability to build genuine and effective working relationships with internal colleague and external customers</p> <p>Good attention to detail at all times</p> <p>Effective planning and organisation skills when under periods of pressure</p> <p>Practical, pragmatic and flexible to both troubleshoot immediate issues and develop long terms solutions to day to day running and delivery of customer service.</p> <p>Ability to work effectively within a home and office environment</p> | |
| Specialist training | | Business qualification desired |
| Personal competencies and qualities | <p>Self-starter: work proactively and on own initiative</p> <p>Respectful and sensitive approach/understanding customer data, medical records and security</p> <p>Confident in identifying where processes could be improved and leading on these to the benefit of the customer and company</p> <p>Professional and innovative</p> <p>Passionate about health and wellbeing</p> <p>Exceptionally strong attention to detail Good sense of humour and team orientated</p> <p>Must be legally entitled to accept and perform work in the UK</p> | |