

## ROLE PROFILE

<b>Role:</b>	<b><u>Account Manager</u></b>
<b>Reports To:</b>	Regional Account Manager
<b>Location:</b>	Home or office based

### **This role profile consists of two sections**

1. The **Job Specification** that describes the ELIGIBILITY criteria needed to be successful in the role, the qualifications and experience factors.
2. The **Person Specification** that describes the SUITABILITY factors needed to be successful in the role, the behavioural and competence requirements.

The role profile can be used to recruit new people into the organisation or as a yardstick for developing people already employed within the business. In this case additional pages that cover the subjects of the Personal Development Plan and the Competencies report for the individual need to be considered. These are part of the Personal Development and Review process.

### **Job Specification**

#### **Role Purpose:**

To develop the account relationship for services provided by the ECITB to companies helping them to define training needs or resolve training and competence related issues and provide mentoring and guidance to learners within their regional area of responsibility.

#### **Business Outcomes:**

As a consequence of the role the expected business outcomes are as follows. These form part of the strategic Key Performance Indicators for the business and progress against these targets is reviewed monthly at Management Operations Meetings

- Customer satisfaction survey (using questions important to customers) is high
- Various learning solutions delivered align closely with customer commercial needs
- Uptake of ECITB's services is higher
- ECITB viewed as a strategically important partner in the industry – not a tax

## Key Responsibilities:

1. Identify and respond to customer needs and ensure effective collection and management of information. This will involve research through company contacts, surveying customers, approving and monitoring courses, making presentations, conducting meetings, and providing information guides for employers.
2. Contribute to resolving the skills shortages and gaps within the industry. Understand the customer business needs and support their skills development. This will involve promoting and supporting the National Skills Development Scheme (NSDS), National Apprentice Scheme for Engineering Construction (NASEC) and other courses, and seeking to increase the number of companies and learners engaged with the ECITB.
3. Promote and support the ACE initiative and regional teams as appropriate.
4. Support NASEC training to meet the requirements of the industry and the regulatory authorities. This will involve liaising with schools and colleges, recruiting learners, monitoring progress, liaising with training providers and monitoring their performance in the delivery of training, and providing the link between the peripatetic assessors, the learners and the sites.
5. Contribute to improving business opportunities to the customers through identifying appropriate support required from ECITB.
6. Promote the concept of compliance by promoting and approving grant support to customers, assisting with the timely levy returns reviewing and approving grants and levies, and identifying additional In Scope companies.
7. Contribute to and fully support the ECITB in front line contact with employers. This involves contributing to the development of a web-based strategy for communication with customers including an e-mail registration service via the Internet, promotion of events and key industry issues through newsflashes, press releases etc., Raising positive awareness of ECITB by participating in PR and liaison events (business breakfasts, careers events etc) and monitoring customer satisfaction by various communication channels, marketing reaction, grant levels, etc. Close liaison with ECITB marketing and research teams will be necessary.
8. Contribute to the work of the regional teams in promoting the ECITB as a single point of contact for training and development for employers and their staff, ensuring that courses are publicised and awareness of them raised among employers and staff. Also ensure that the full range of ECITB services are fully promoted to all key partners and customer groups from school leavers up to specialist engineers and senior management levels. Close liaison with ECITB marketing and research teams will be necessary.
9. Contribute to increasing regional external funding by developing and maintaining relationships with external agencies.
10. Ensure that information is entered onto the internal database and flows smoothly between the Regional Support Team and the regional team.

**Key Accountabilities:**

These describe the deliverables and reports that need to be produced on a monthly basis that form an additional part of the management process of the business. (The precise format has to be agreed but these areas will need to be reported monthly)

1. Statistical information relating to course take up, NASEC learners completing the scheme, company visits etc and may be obtained via regional support personnel.

**Managerial or leadership responsibilities**

The role has no responsibility for coordinating the efforts and results of others except for those people who are new to the business and are assigned to the jobholder for basic induction training.

**Role Environment**

The role is home based and will be expected to work flexibly in a reasonable manner according to the work requirements as travel throughout the designated region is required and there will be occasions when an early start or late return is necessary. Budget responsibilities will be as advised by the line manager. Budget authority is as detailed within the Finance manual.

**Experience specification**

1. First degree education or equivalent.
2. Previous experience (minimum 2 years) of working effectively in a relationship and business management focused capacity.
3. Good analytical and interpretation skills including statistical analysis to handle business and technical information effectively.
4. Good written communication skills particularly in producing reports and procedures.
5. Good presentation skills
6. Good reasoning skills
7. The ability to multi-task.
8. Ability to work to deadlines and deliver results.
9. Ability to present a public relations approach over a sales approach.
10. Good IT skills encompassing contact management, project management, database, Internet, spreadsheet and word processing applications.
11. Able to work effectively from a home base.

## Person Specification

This section sets out the experience, behaviours and competencies that are required for successful delivery of the role.

### Behaviours:

- Results through people-persuasion rather than directing.
- Verbal skills to influence or motivate people.
- Generating enthusiasm in others.
- Reacting quickly to change.
- Achieving results and meeting deadlines.
- Authority and responsibility to meet challenges.
- Working on several projects simultaneously.
- Many people contacts.
- Actively seeking communications and relationships with a variety of people.
- Selling rather than telling.
- Negotiating people conflicts or solving people problems.
- Optimistic outlook toward all activities, including many social interactions.
- Persuasive verbal skills.
- Self-confidence.

### Competencies:

These are required to be successful in this role. A measurement system to determine the extent to which these exist for any individual is available as part of the overall personal development process. These are ranked to reflect relative importance to the successful delivery of the role.

- 1 Customer Focus  
Recognising and understanding customer needs and delivering service that exceeds customer expectations. Listens to and values customer suggestions and feedback. Actively promotes the fulfilment of customer needs within his/her group and the organisation as a whole
- 2 Planning and Organising  
Effectively organising and planning work according to organisational needs by defining objectives and anticipating needs and priorities. Good time management skills to handle several projects simultaneously. Achieves goals and deadlines.
- 3 Organisation Savvy  
Recognising and understanding organisational politics and working within organisation dynamics to accomplish objectives. Able to build and maintain partnerships and alliances and use them effectively to get needed resources and accomplish objectives
- 4 Written Communication  
Having the skills to communicate to others in a written format. Able to organise and articulate thoughts well in a formal and informal writings, adjusting the message, vocabulary and form of writing to communicate effectively with the target audience
- 5 Influencing and Persuading  
Convincing others to adopt a course of action. Able to understand the audience and modify

the method of persuasion accordingly, has a win-win approach, is confident and does not give up easily.

6 Respecting Diversity

Understanding, accepting and being sensitive to individual differences. Treating all people equally, regardless of gender, race, creed, place of origin, status or level of position. Treats others fairly and with dignity. Emphasises commonality rather than differences, encourages openness and tolerance. Evaluates on the basis of objective merit rather than subjective biases.

7 Presentation Skills

Having the skills to effectively communicate to an audience in a formal setting. Prepares material and thoughts well and delivers clear message appropriate for the audience making good use of visual presentation tools.