

## Commercial Account Manager

**Reports to:** Executive Director - Commercial Partnerships

**Based:** Commercial Partnerships Team, CQI Office, London

**Contract:** Permanent, full-time

The Commercial Account Manager is responsible for building and managing a portfolio of LE (large enterprise) and SME (small-medium enterprise) Corporate Partners through both business development activities (researching, prospecting and securing new Corporate Partners) and excellent account management (supporting existing Corporate Partners, building value into their existing offer).

### Key responsibilities:

- Build and maintain key relationships within each existing and prospective Corporate Partners and be the first point of contact for the Corporate Partners within your portfolio
- Proactively identify potential LE & SME partners and establish effective relationships to bring them on board
- Develop client facing account plans with top tier members
- Where relevant, develop strategic proposals in partnership with CQI colleagues
- Schedule and attend a number of existing partner and prospective partner meetings which have purposeful/outcome driven agendas for each meeting
- Foster effective relationships with our Corporate Partners, developing a good understanding of the key issues facing their business in order to help inform CQI events and communications with the ultimate aim to increase the value of the partnership
- Conduct well planned and structured conversations with partners, ensuring meeting outcomes and actions are communicated effectively
- Methodically follow up with existing and/or prospective partners within our agreed timescales (currently 48hours) of most recent meeting or call
- Work closely and collaboratively with other teams to ensure the highest level of service for members and to increase Corporate Partner retention
- Make Corporate Partner introductions to appropriate CQI team members and identify and share potential leads with appropriate colleagues
- Record all Corporate Partner communication on the database to ensure a high level of service and up to date records
- Support and attend Corporate Partner events as required
- Role model the Behaviours for Success consistently
- Act as an ambassador for the CQI, representing the organisation internally and externally.
- Any other activities as directed by the Executive Director – Commercial Partnerships, within reason.

## Strategic KPIs relevant to the role

(These are included to outline the scope of the role, it is not an exhaustive list. The Executive Director – Commercial Partnerships is accountable for these strategic KPIs, but the Commercial Account Manager is responsible for delivering against them and reporting to the Director on them):

- Corporate Partner satisfaction as measured by NPS
- Growth in Corporate Partners
- Corporate Partner engagement with wider business
- Number of meetings with prospective and existing Corporate Partners

## Key Skills and behaviours

- Excellent communication and interpersonal skills with the ability to build relationships and negotiate effectively
- Excellent stakeholder management skills with the ability to engage with the right people at the right time
- Exceptional organisational and time management skills with a good attention to detail
- Commercial awareness and the ability to think strategically; spotting opportunities and being motivated to see these through
- Strong written and oral communication skills, including the ability to present at meetings and seminars etc with gravitas
- Ability to work comfortably under pressure and prioritise work seeking help when needed
- Capable and confident to build up knowledge of their customers' business so that they can suggest 'out the box' ideas and challenge customers' thinking in order to better meet their needs and provide an effective partnership
- Keen to develop and open to being coached
- Outcome driven and keen to take ownership, seeing work through to completion
- Naturally curious and demonstrates a genuinely consultative (business partner) approach, seeking to know more about their customer in order to understand their needs
- Assertive whilst remaining professional and credible; open to change and dedicated to continual improvement

## Experience

- Demonstrable, effective B2B business development experience
- Demonstrable, effective experience within an account management role

## Desirable

- Degree level qualification or equivalent in a business related field
- Experience of working for or within a membership, education or not-for-profit organisation

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