

Job Title: Key Account Manager
Location: North of England, regular travel required as part of role.
Working Hours: 37 hours a week
Working Pattern: Home based. Mon-Thurs (8:30 – 5:00). Fri (8:30 – 4:30)
Salary: £40,490 per annum + Company car

Vocational Training Charitable Trust (VTCT) is the UK's market-leading specialist vocational and technical Awarding Organisation (AO) and End-Point Assessment Organisation (EPAO) for hair, beauty, aesthetics and complementary therapies as well as a number of qualifications in sports therapy, fitness, and learning and development. Our qualifications are delivered under three brands: VTCT, ITEC and Skillsfirst, covering over 2,500 centres worldwide with over 120,000 learners and apprentices every year.

We are always looking out for exceptional talent to join us; so if you are passionate about education and want to work in a vibrant environment with people who believe in our mission to advance education for the public benefit, please apply and support our charitable objective; the advancement of education in the UK and internationally.

The primary purpose of the Key Account Manager role is to manage, retain and grow existing and new customer accounts across all VTCT group brands. Using their extensive knowledge and experience to identify opportunities to upsell and cross sell, building excellent relationships with customers and supporting and delivering events where required.

The Key Account Manager must be target driven, credible, self-motivated and have a background in the FE and Skills sector. This role requires a focus on results through a consultative sales approach.

Our core values can be found on our website: https://www.vtct.org.uk/wp-content/uploads/2022/05/Strategy-2021_v0.25-FINAL-1.pdf

Benefits *(Please enquire if you would like more information about these before you apply):*

- 26 days annual leave, rising to 27 after 2 years. With an extra day for your birthday
- Life assurance 4* salary
- Flexible working arrangements
- Enhanced sick pay benefits and enhanced pension contributions
- Retail discount offers
- Cycle to work scheme
- Employee assistance programme
- Wellbeing initiatives and support
- A vibrant array of social opportunities
- Healthcare services worth up to £1,400 and access to 24/7 GP services
- Regular massages for office staff
- Wide array of training and development opportunities.
- Company Car/travel expenses

Principal Responsibilities include *(Full job description is available upon request):*

- Grow the existing provision within your allocated accounts by cross-selling and upselling additional products and services
- Provide a 'gatekeeper' role for potential new centres, ensuring they meet the quality, financial and learner volumes required to generate a profit.
- Generate market and competitor insights to help shape VTCT's customer offering, grow sales and introduce new products;
- Identify any potential risks with existing accounts (e.g. falling pass rates; risk of withdrawal etc.) and collaborate with relevant internal teams to avoid/mitigate such risk;
- Build a network of contacts across each of your accounts in order to establish a detailed understanding of their needs and challenges;
- Represent VTCT group; at key events (e.g. exhibitions, networks, achievement awards etc).
- Hold quarterly reviews with the nominated "key accounts" allocated to you;

Essential Criteria *(as part of our commitment to support people with disabilities, anyone with a registered disability who meets this criteria will be offered an interview. Please make us aware if this applies to you):*

- Educated to Level 3 standard with Level 2 in Maths and English.
- 3 years minimum experience in a role within the FE and Skills sector
- 3 years minimum experience in a role that involved managing external relationships / key account management
- Ability to develop effective working relationships with clients and internal contacts
- Ability to identify and exploit commercial opportunities
- Strong communication skills (inc. written and presentation skills)
- Strong customer centric approach – help removal obstacles and build solutions
- Ability to travel to multiple centres within a specified area.

Desirable Criteria:

- Full, clean driving licence
- Consultative selling
- Qualified to L3 in one or more of the VTCT core disciplines
- Knowledge and experience of VTCT/iTEC/Skillsfirst qualifications in an FE college or private training provider

Please submit your CV and a covering letter (optional) to recruitment@vtct.org.uk to start the application process. Once you have applied will we get in touch after the advertising has closed let you know if you have been shortlisted for interview. If you are not contacted after this time you should assume you were not successful this time; we cannot give feedback on this due to the volume of applications.

Application closing date: 5th October 2022

Interviews for this role are ongoing throughout the application timeframe and beyond

We reserve the right to close this advertisement early if we receive a high volume of suitable applications.

The group of VTCT companies includes: the charity VTCT through which main Board business and governance is transacted; Skillfirst; and EMS Ltd, t/a ITEC, a wholly owned trading subsidiary of VTCT.