Job Related Information

This document includes information about the role for which you are applying and the information you will need to provide with your application.

1. Role Details

<table>
<thead>
<tr>
<th>Vacancy reference</th>
<th>14398</th>
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</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Account Management Advisor</td>
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<tr>
<td>Reports to:</td>
<td>Senior Telephone Account Manager</td>
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<tr>
<td>Salary:</td>
<td>£26,495 to £31,604</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>Secretarial and Clerical</td>
</tr>
<tr>
<td>Grade</td>
<td>Grade 6</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Working hours:</td>
<td>37</td>
</tr>
<tr>
<td>Location:</td>
<td>Walton Hall, Milton Keynes</td>
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<tr>
<td>Closing date:</td>
<td>Midday 15th February 2017</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>OU short application, plus CV and covering letter</td>
</tr>
<tr>
<td>Number of referees required:</td>
<td>3</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td>Julie Welsh</td>
</tr>
</tbody>
</table>
2. Summary of duties

Main purpose of the post:
- To work as part of the internal business to business sales team who are responsible for tele-business operations
- To work proactively to optimize the potential of a portfolio of accounts through a process of sales acquisition, retention and growth with the aim of increasing corporate revenue for the university and will be responsible for a personal revenue target
- To make calls and emails to facilitate and support the conclusion of transactional sales
- To provide tele-account management services to current sponsors
- To work collaboratively with the wider sales team, attending joint stakeholder and client meetings where appropriate
- To work within a carefully structured day to include specified times for telephone sales calls, project fulfilment and administrative tasks

Description of duties of the post:
An opportunity has arisen for an Account Management Advisor within the Account Management Team of The Open University. This is a key post in the generation of national and multi-national sales. The post holder will be required to retain and grow their portfolio of managed accounts and also look for new revenue streams. They will also be required in growing the Apprenticeship business line within the Open University through educating customers of the benefits of Higher-Degree Apprenticeship utilising the government Levy and raise customers awareness of the changing landscapes within the corporate environment.

The post holder will be targeted against KPI’s in order to demonstrate they have influenced revenue from their portfolio of accounts.

The Post holders duties will include telly prospecting, inbound enquiry’s and account management. The post holder will be required to work as part of a team in order to maximise potential opportunities and be required to contribute to the overall team target as well as their individual target. The post holder must be flexible according to business requirements to ensure adequate office cover. They may be required to attend the occasional site visits if required.

Specific responsibilities:
- Provide a point of contact service to current customers who require regular interaction with the Business Development Unit
- Maintain existing and create new records of contacts and accounts within the Corporate VOICE and Salesforce databases
- Responsible for ensuring current customers are aware of the OU’s Apprenticeship offer and how this will work in line with the Government levy
- General office duties
- Responsibility for updating yourself on product knowledge and the sharing of information with the team

3. Person specification
### Requirements  (E = Essential/ D = Desirable)

#### Education, qualifications and training

- **Education to GCSE, ‘O’ Level or equivalent (E)**
- **Outlook, Word, Excel & Access Intermediate/Advanced level (D)**
- **Customer Service NVQ3 (D)**

#### Knowledge, work and other relevant experience

**Essential:**
- Proven experience of business development, customer retention and sales growth in a tele-account management context
- Proven understanding of a direct sales environment with a strong customer service background
- Experience of working autonomously and as part of an account management team
- Knowledge & experience of data entry managing tasks with a high level of accuracy via a database system
- Experience of working on campaign led sales calls

**Desirable:**
- Knowledge/experience of managing workload using Siebel Oracle or web based CRM systems
- Understanding/knowledge/experience of a Sales & Marketing operation
- Knowledge/experience of working within the HE sector
- Understanding and experience of employee development
- Understanding/experience of apprenticeships frameworks and a comprehensive understanding of the apprenticeship levy

#### Personal abilities and qualities

**Essential:**
- Excellent administrative, organisation & prioritisation skills
- Proven professional telephone skills
- Highly effective communication and interpersonal skills
- A high achiever who is goal orientated
• Excellent team player, flexible & self-motivated with the ability to commit to the achievement of the team & team goals

• Ability and willingness to manage change effectively in line with current business/strategic objectives

• Proactive, positive approach with the ability to carry out tasks using own judgement and initiative to plan and organise own workload with limited supervision

• Acceptance of leave restrictions to ensure adequate cover

**Desirable:**

• Sound geographical knowledge

• Commercial awareness

4. Role specific requirements e.g. Shift working
5. About the unit/department

The Business Development Unit

The aim of the Business Development Unit is to create and implement a profitable commercial and international strategy for the Open University.

The BDU is working to construct and implement the overall business development strategy for the OU both in the UK and internationally. This activity includes improved partnerships with business development efforts in faculties and in the nations and regions.

The unit has two core activity streams:

- To deliver sustainable net revenue streams for the OU through developing existing and as yet undeveloped new markets
- To be a customer-focused business, generating significant growth of revenue. The rate of growth will be governed by the BDU’s Unit Plan, which will set achievable targets for increasing both income and profitability.

Open University Worldwide

It is essential The Open University continues to become less dependent on government funding. To do this it manages a balancing act: supporting teaching, learning and open access as well as funding and developing top level research.

Competition for students, staff and funding is intense and global, and students’ expectations have risen sharply as learners increasingly view themselves as ‘consumers’ of education. The demand for top class facilities and services is growing, as are expectations for flexible learning patterns and qualifications that will really make a difference to careers.

The Open University has developed ambitious plans to grow associated revenues through its commercial entity, Open University Worldwide (OUW).

With a market leading range of products, cutting edge technology and a strong, commercially focused team, this is an exciting time to join the team.

6. How to obtain more information about the role or application process

If you would like to discuss the particulars of this role before making an application please contact Julie Welsh via email on Julie.welsh@open.ac.uk

If you have any questions regarding the application process please contact email: BDU-Recruitment@open.ac.uk
7. The application process and where to send completed applications

| Please ensure that your application reaches the University by: | Midday, 15 February 2017 |
| Post it to: | Julie Welsh |
| Name/Job title: | Personal Assistant, BDU |
| Department/Unit: | Business Development Unit |
| Address: | The Open University  
1st Floor East Perry Building  
Walton Hall  
Milton Keynes  
Buckinghamshire |
| Post Code: | MK7 6AA |
| Or e-mail your application to: | BDU-Recruitment@open.ac.uk |

8. Selection process and date of interview

| The interview panel will be chaired by: | Lisa Nappin, Head of Account Management |
| The other member(s) of the interview panel will be: | Mary Fox, Account Management Team Leader  
Chaitali Patel, Business Development Manager |
| The interviews will take place on: | 19th February 2017 |
| The selection process for this post will include | Interview only |

We will let you know as soon as possible after the closing date whether you have been shortlisted for interview. Further details on the selection process will also be sent to shortlisted candidates. Applications received after the closing date will not be accepted.