

JOB DESCRIPTION

JOB TITLE: Customer Account Manager
DEPARTMENT: Customer Experience Team
REPORTS TO: Deputy Director of Customer Experience
MANAGES: Named Account Portfolio
LOCATION: HOMEWORKING, HOUSEMARK OFFICE AND FIELD BASED

Note: This post will involve travel throughout the UK and the post holder will from time to time be required to stay away from home for short periods.

MAIN PURPOSE OF POST

Purpose of the role:

The Customer Account Manager (CAM) is responsible for a fluid portfolio of current and potential HouseMark members in their adoption and optimisation of HouseMark's services.

Accountable for the customer, the CAM must have a strong understanding of our customers' business objectives and priorities and the ability to identify and articulate how our solutions, services and tools support achievement of their strategic business goals.

Proactively deploy appropriate commercial approaches at senior levels, achieve a range of usage, financial and performance targets. This will involve the demonstration of new and existing tools and services as they are brought to market and the closure of opportunities identified.

Build customer loyalty and engagement across the organisations in the use of HouseMark data, consultancy and products through articulation and alignment of the HouseMark portfolio of services.

Identify, manage and address clients' needs, customer health and revenue generating opportunities across the portfolio and within organisations.

Grow HouseMark's client base and footprint within portfolio members through the adoption of membership inclusive and value added (premium) services available.

MAIN DUTIES

1. Drive adoption of HouseMark's products and services within assigned accounts through continuous increases in engagement and value ensuring membership renewal, new business opportunities and loyalty to HouseMark.

2. Identify potential issues within the customer organisations and work with the wider business to take timely and effective action to resolve them.
3. Ensure all accounts under management are accurately represented in and migrate through the Key Account Management Framework.
4. Proactively ensure that sustainable long-term customer relationships are developed, maintained and leveraged through regular, tailored contact at senior levels. Securing membership renewal.
5. Query, investigate and identify priorities with customers to develop and act upon a member plan for your portfolio and individual member plans.
6. Build strong customer relationships, maintain and expand a broad range of relationships within each member relevant to the HouseMark portfolio of services.
7. Use your skills and experience to achieve a series of performance targets including income, sales, customer engagement and satisfaction.
8. Seek and provide customer feedback and intelligence on the portfolio of services to identify any gaps in our offer and handle or escalate any complaints received appropriately.
9. Carry out regular monitoring, review and risk analysis of subscriptions with a view to minimising subscription non-renewals.
10. Identify potential subscription and added value sales leads and take appropriate action to convert these to sales through the promotion of the entire range of HouseMark services.
11. Prepare and deliver engagement sessions for members on an identified need basis and as per customer segmentation.
12. Work with colleagues across HouseMark to deliver a seamless customer experience, providing continued value to the customer and driving long-term satisfaction and growth.
13. Generate and close sales leads for consultancy, events, data and other HouseMark services and refer these to the appropriate team for follow up.
14. Record all activity on HouseMark's CRM and other systems, ensuring they are kept up-to-date and accurate.
15. Attend and Chair if required HouseMark external events as appropriate and deliver occasional presentations at other events.
16. Work collaboratively and communicate effectively at all levels across HouseMark, to ensure that all relevant teams are always apprised of the latest customer intelligence and are putting customers at the heart of our business.
17. Promote the HouseMark brand and model the HouseMark values.
18. Undertake such other duties as from time to time may reasonably be required.

Corporate responsibilities

19. Comply with the company's health and safety policy and procedures and to take reasonable care, to the best of their individual knowledge and ability, to avoid injury to themselves and to others by acts or omissions in their work.
20. Undertake any other duties that are consistent with HouseMark's expectations for this level of post.

Post holder signature:

Date:

CUSTOMER ACCOUNT MANAGER

PERSON SPECIFICATION

QUALIFICATIONS

• Educated to degree (or equivalent) level	Desirable
• An appropriate professional qualification	Desirable
• Management qualification	Desirable
• Current valid driving licence	Essential

EXPERIENCE

• Experience of Senior Executive Level Relationship Management	Essential
• Strong track record of aligning complex customer environments to a portfolio of products and service	Desirable
• Commercial approach	Essential
• Creative thinker with the ability to troubleshoot issues quickly and effectively	Essential
• Well organised with the ability to work well under pressure	Essential
• Team player and strong individual contributor	Essential
• Consultative Solution Sales Experience	Essential
• Evidence of achieving sales targets	Essential
• Housing or Property background / experience	Desirable
• Knowledge of Client Records Management Systems	Essential
• Computer literate	Essential
• Excellent written and oral communication & presentation skills	Essential

COMPETENCIES / capabilities

THINKING

Problem Analysis Accurately identifies problems, seeks pertinent data without bias, recognises important information, and identifies possible causes of problems.

Customer Service Exceeds customer expectations by displaying a total commitment to identifying and providing solutions of the highest possible standards aimed at addressing customer needs, whilst factoring in HouseMark's best interests.

RELATING TO OTHERS

Persuasive Oral Communication Expresses ideas or facts in a clear, succinct, and persuasive manner. Participates actively and convincingly in conversations, without dominating and by accurately synthesizing others' contributions. Uses active listening skills for the benefit of others, rather than listening simply to extract information or to confirm own ideas.

Written Communication Ability to express ideas clearly in writing, with good grammar, spelling, and punctuation, to a level where documents do not require editing or review by another.

Flexibility Ability to modify own behaviour and adopt a different style or approach in order to reach a goal, manage change, embrace diversity, and resolve conflict.

DELIVERING RESULTS

Personal Organisation for the Team Efficiently establishes an appropriate course of action for self within the larger context of working within the team. Jointly clarifies the purpose with others and works towards accomplishing goals, even when the team is working on something of no direct personal interest.

Driving Success

States opinions, seizes opportunities and pursues goals, makes timely decisions, acts ethically, demonstrates accountability for outcomes, and increases overall efficiency and effectiveness.