

## **JOB DESCRIPTION**

<b>POST:</b>	<b>Education Account Manager (Geographical)</b>
<b>DEPARTMENT:</b>	<b>Learning</b>
<b>RESPONSIBLE TO:</b>	<b>Head of Learning Operations</b>
<b>GRADE:</b>	<b>3b</b>

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## **JOB SUMMARY**

Responsible for building, managing and maintaining strong relationships with customers (centres) who provide RCS courses, within a geographical area.

Take ownership of the customer relationship, act as the point of contact and provide support to enhance the quality, coverage and profitability of course provision within a geographical area.

Gain an understanding of national and local market trends, working collaboratively with colleagues across the College, and use this intelligence to identify opportunities for growth.

Support the Head of Learning Operations in the budget setting and business planning process, and meet targets for revenue and growth, in line with the business plan. There are currently 145 regional centres across the UK and 12 international centres delivering over 500 courses annually to around 7500 participants.

## **SPECIFIC DUTIES AND RESPONSIBILITIES**

### **1 Customer Relationships**

Responsible for:

- Building and maintaining strong, sustainable relationships with centres providing RCS courses within a geographical area to maintain and grow business
- Managing all aspects of the customer relationship including sales, marketing, quality, approval, support and contracts; being the main contact for centres providing RCS courses
- Liaising with centres on a regular basis over participant experience and logistical matters, including visiting centres
- Effectively communicating with centres.

### **2. Business Opportunities and Growth**

Responsible for:

- Promoting products and services
- Understanding the commercial/business model and key profit drivers for products and services
- Upselling and cross selling with existing centres; bringing in new business
- Meeting annual targets
- Monitoring KPIs
- Identifying potential opportunities to market RCS products
- Using networks to build a valuable list of key contacts, influencers and decision makers at a local and regional level

- Acquiring and maintaining competitor knowledge
- Using local and national networks and market intelligence to identify opportunities for growth
- Responding to enquires from potential centres, providing information about the range of RCS Education courses available and the course requirements.

### **3 Account Management**

Responsible for:

- Maintaining a detailed understanding of customers (e.g. pain points, priorities, education and business drivers) to appropriately align specific solutions to the customers' needs
- Growing local capacity to sustain long-term relationships and business with international centres.
- Managing the new centre approval process, preparing agreements and contracts, and ensuring centres comply with course and programme regulations.

### **4. Course Planning and Logistics**

- Advising centres in the UK and internationally on procedures and arrangements for delivering courses.
- Liaising with external suppliers and sponsors to facilitate the supply of equipment to centres in accordance with established agreements
- Ensuring centres are able to utilise on line systems and that they submit full and accurate details
- Providing course guidance materials to centres, using version control to make sure they are working to the most up to date guidance.
- Ensuring centres have sufficient stocks of, and access to course materials including access to Moodle, equipment and consumables to facilitate delivery to consistent standards.
- Ensuring participants are able to complete post course evaluation and are issued with certificates in a timely manner.

### **5 Business Planning and Budgets**

Responsible for:

- Contributing to the business planning process and the development of the annual budget, sales and growth targets.
- Account planning and execution, delivering sales activity reports and sales forecasts
- Overseeing the prompt raising of invoices and the accurate keeping of records to monitor income, following up any outstanding payments.

### **6. Quality Monitoring and Improvement**

Responsible for:

- Maintaining up to date knowledge and understanding of the RCS education/learning products and standards
- Actively engaging with centres to meet standards for centre, faculty and course delivery; monitoring performance against MOUs and/or contracts/agreements.
- Responding to queries and advising faculty, participants and centres on policy and educational standards.
- Reviewing evaluation data (feedback) to ensure centres meet the College standards for delivery including pre course information, access to Moodle and pre-learning where relevant.
- Monitoring and reviewing quality; identifying outliers
- Developing and implementing quality improvement plans

- Working with centres to put quality improvement measures in place, evaluating impact and sharing good practice.

## **General**

- The post-holder is expected to represent the College in a professional manner in relation to his or her responsibilities and in ensuring their own continuing professional development.
- Undertake such duties appropriate to the grade, as required by the Director.

**This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.**

**The Royal College of Surgeons of England is an Equal Opportunities Employer.**

**All College employees are responsible for records held, created or used as part of their work for the College including patient/client, corporate and administrative records whether paper-based or electronic, which also includes emails. Records should be managed and stored appropriately and should in all cases comply with the requirements of the Data Protection Act 1998. Employees should have read and understood the College's Records Management Policy and should follow all agreed records management procedures, seeking advice where necessary.**

**July 2018**

## PERSON SPECIFICATION

**POST:** Education Account Manager (Geographical)

**DEPARTMENT:** Learning

**RESPONSIBLE TO:** Head of Learning Operations

**GRADE:** 3b

<b>ESSENTIAL CRITERIA</b>	<b>DESIRABLE CRITERIA</b>
<p><b>Education/Qualifications</b></p> <ul style="list-style-type: none"> <li>▪ A first degree or equivalent qualification or a proven track record in a similar role</li> </ul>	<p><b>Education/Qualifications</b></p> <ul style="list-style-type: none"> <li>▪ Postgraduate qualification in education or marketing</li> </ul>
<p><b>Experience/Knowledge</b></p> <ul style="list-style-type: none"> <li>▪ Proven experience of working in a customer focussed environment and building relationships</li> <li>▪ Experience of working in the education sector</li> <li>▪ Experience of working in an environment with challenging targets</li> <li>▪ Experience of working to tight time frames, and achieving clear and measurable goals.</li> <li>▪ Knowledge of medical education and training</li> <li>▪ Experience of setting and managing budgets, and meeting financial targets</li> </ul>	<p><b>Experience/Knowledge</b></p> <ul style="list-style-type: none"> <li>▪ Working in medical education environment</li> <li>▪ Working in an education sales environment</li> </ul>
<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>▪ Ability to work across boundaries to manage change and deliver a quality service</li> <li>▪ Ability to take charge of situations and gain support or actions from others</li> <li>▪ Networking and relationship building internally and externally</li> <li>▪ Excellent presentation skills, spoken and written</li> <li>▪ Confident and articulate communicator</li> <li>▪ Strong analytical and problem solving skills</li> <li>▪ Strong negotiation skills</li> <li>▪ Self-motivated, able to work without supervision and manage own workload</li> <li>▪ Confident and competent with IT systems</li> </ul>	<p><b>Skills</b></p>
<p><b>Other</b></p> <ul style="list-style-type: none"> <li>▪ Prepared to work out of hours and at the weekend</li> <li>▪ Will require UK travel and may require overnight stays and international travel</li> </ul>	

The post holder will also need to demonstrate the following **values and behaviours**:

**Diversity** - we value **diversity** and treat each other with respect.

- I listen effectively and treat each person as an individual
- I value people with different skills, expertise and knowledge to myself
- I ensure that everyone I meet feels welcomed at the college
- I trust the people I work with and know they will work to their best ability
- I am inclusive and build good relationships with everyone I work with
- I take time to understand different views to myself for the sake of the college

**Improvement** - we seek continuous **improvement**, and improvement requires change.

- I use my expertise to question, challenge and improve the way we carry out our tasks
- I identify opportunities to innovate and present ideas to improve our products and service
- I am open and positive to new ideas and ways of working which help the college
- I adapt to change positively
- I help my manager communicate change to others
- I learn from my mistakes and do things differently as a result

**Responsibility** - we take personal **responsibility** for all we do.

- I set challenging goals for myself
- I deliver what I say I will deliver
- I take informed decisions which are within my control and hold myself accountable for them
- I take initiative and am proactive in all I do
- I constantly work to the best of my ability
- I work with integrity in the best interests of the College and its priorities

**Collaborative** - we are **collaborative**, both across the College and with our stakeholders across the world.

- I build positive relationships with the people I work with
- I work collaboratively with others to deliver exceptional performance
- I always work for the greater good of the College
- I highlight behaviours which are inconsistent with the College standards
- I consistently live the College values
- I involve others in key decisions I take at work

**Prudent** - we are **prudent** in our use of resources.

- I deliver excellent work and customer service with the resources available to me
- I am efficient with the resources I use
- I find effective solutions to problems
- I escalate issues quickly when resources are stretched
- I prioritise my work effectively
- I follow the rules at work so that I minimise risks to the College

**Professional development** - we are committed to personal **professional development** that benefits the individual and the College.

- I seek learning opportunities for my personal and professional development
- I support, encourage and help my colleagues to develop
- I put my learning into practice in my role
- I ask for regular and honest feedback on my performance and learn from what is said
- I create opportunities to share my knowledge within and across teams
- I know my areas of expertise and convey this with confidence to my colleagues

**The appointment is subject to proof of the attainment of any qualifications deemed essential to the post and used as a basis for shortlisting and selection. Failure to provide evidence of the required qualifications will result in the offer of employment being withdrawn.**

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June 2017