

<b>JOB TITLE</b>	Senior Client Relationship Manager		
<b>LOCATION</b>	Home, Suffolk House, National UK Travel		
<b>REPORTS TO</b>	Head of Client Relations	<b>DIRECT REPORTS</b>	Nil

**MAIN PURPOSE OF THE JOB: (JOB SUMMARY)**

To create successful partnerships with stakeholders within IPRS Health key accounts, maintaining a strong link between the operational delivery team and our clients in order to effectively manage, grow and retain valuable relationships and revenue streams

The role of Senior CRM within IPRS Health is to drive revenue generation through getting to know the client and how IPRS Health may support their service expectations and strategic goals, along with exceptional account management and positive relationship development with accounts across key sectors.

**Key Account Management Responsibilities**

- Autonomously develop and maintain relationships with key contacts within IPRS Health’s existing client accounts
- Attend client meetings, both virtually and face to face where appropriate
- Identify internal stakeholders where additional IPRS Health representatives could be of value to retaining, growing and enhancing the account e.g clinical leads, customer services.
- Retain revenue for all existing accounts and identify strategic opportunities for revenue growth within each account by cross sell of alternative services or products or upsell of existing products and services e.g through referral growth.
- Develop Account Plans for all clients with clear objectives and measurable targets
- Ensure client satisfaction with delivery of excellent and well-defined services and solutions
- Provide feedback to the operational teams and assist with areas of improvement or change
- Gain feedback from the operational team as to successes, challenges and ideas for enhancements as well as growth, then translate these into action plans
- Ensure operational areas have provision of important and relevant client information to enable effective management of client work
- Liaise with the operational teams to provide commercially viable solutions to client requests and requirements
- Coordinate the completion of regular MI information in line with client requirement
- Analyse, evaluate and utilize MI in order to monitor trends in service levels as well as identify and propose service enhancements and growth opportunities for clients
- Develop strong account management team relationships to deliver common business objectives of account growth, upsell, cross-sell and service innovation.
- Support Operational Teams with training for relevant staff members regarding new service implementation and revenue streams
- Assist in the completion of tenders for both new and existing business and provide support for tender presentations as required
- Timely documentation of significant customer interactions including calls and meetings as well as documentation of actions agreed and associated progress

**Companywide responsibilities**

- Ensure that any complaints or compliments are directed through the proper (IPRS) channels as required/necessary.
- To liaise with other IPRS colleagues, i.e. Clinical, Operational, Finance, HR etc. to ensure smooth service delivery.
- To assist the IPRS finance department in ensuring invoices are paid within payment conditions.
- To represent IPRS at all times in a professional and competent manner.
- To undertake any other duties compatible with the grading of the post as required.

## **PERSON SPECIFICATION**

**(E) Essential (D) Desirable**

### **Education and Qualifications:**

- 9 GCSE's grade C or above (English and Maths essential), or equivalent (E)
- NVQ or A levels relevant to the role (D)
- University Degree (D)

### **Experience & Knowledge:**

- Minimum 5 years Account Management experience of the Rehabilitation and Well-being Market (E)
- Experience with Cross sell and Upsell (E)
- Demonstrates working to and achieving targets (E)
- Experience in Account Management and Client Development (E)
- Experience in writing and the submission of tenders in the public and private sectors (D)
- Experience in presenting to a range of audiences (E)
- Experience in interpreting management information and presenting to clients (E)
- IT-literate, including extensive use of Microsoft Word, Power Point, Excel etc. (E)

### **Skills & Abilities:**

- Ability to manage existing customer relationships, and proactively develop further work volumes
- Excellent skills in identifying client needs, expectations and opportunities to cross-sell and upsell complimentary and innovative services
- Excellent interpersonal skills with confidence that can influence at all levels
- Excellent skills in the collation, writing and submission of proposal documentation
- Excellent presentation skills that inspire the audience
- Independent with problem solving. Logical decision making skills and analytical/methodical in approach to problem solving
- Ability to prepare business communications and exercise accuracy in data management.
- Ability to demonstrate good attention to detail
- Ability to time manage in order to meet agreed deadlines in a demanding environment
- Ability to communicate effectively with internal and external customers verbally and in writing
- Ability to work both as part of a team and under own initiative

**Security Check Required?**

Yes (Standard)