

Job Description

Job Title	Partnership Development Manager	Grade	3
Department	Membership – Partnership Development	Reports	0
Reports to	Head of Commercial Partnerships		

Our values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

Main purpose of the role

To build effective relationships and engagement with APM corporate partners to increase their overall spend with APM. To understand customer needs and communicate APM products and services appropriately. To act as an ambassador for APM and adopt a consultative sales approach.

Dimensions & Limits

Responsibility for account management and retention of a set portfolio of customers. To up-sell and cross-sell the full range of membership, qualifications, chartership and accreditation.

Strategy is defined by the APM board and leadership team.

Key relationships

Internal

- CEO & leadership team, membership team, service innovation team; education & life-long learning team, finance, communications and external affairs and research.

External

- APM corporate partners, board members, volunteers, branch and SIG committee members and prospect customers.

Career development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events.
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths.
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions.

Key responsibilities / accountabilities

General

- Account manage defined portfolio of customers, up-selling and cross-selling the full range of membership, qualifications, chartership and accreditation.
- Segment accounts according to growth opportunity and plan sales activity accordingly.
- Develop and maintain an account plans for strategic customers.
- Produce a monthly report showing the status of your accounts.
- Act as an ambassador for APM, attending internal and external events where appropriate. Be able to host events and run webinars as appropriate.
- Record data accurately in CRM.
- Ensure your portfolio of accounts understand the value of being an APM corporate partner and renew their annual subscription.
- Develop an understanding of your customers' business environment and keep up to date with current affairs.
- Be a trusted advisor to your customers, ensuring you have excellent knowledge of all APM products and services.
- Take ownership of any problems and liaise with colleagues internally to find solutions.
- Act as point of contact for branch representatives and provide support for branch corporate engagement where appropriate.

Key performance measures

- Growth in revenue from accounts
- Growth in individual membership from accounts
- Customers segmented according to opportunity
- Customer contact strategy in place for all accounts
- Number of events attended and leads captured
- Number of webinars / customer presentations delivered.
- All records are kept up to date in CRM.
- Renewal rate of your portfolio of accounts achieved within agreed timelines.
- Number of branch corporate engagement events attended as agreed

Person specification – Partnership Development Manager

Attribute	Essential	Desirable
Qualifications		<ul style="list-style-type: none"> Educated to degree level or equivalent
Experience	<ul style="list-style-type: none"> Sales and key account management experience New business development experience 	<ul style="list-style-type: none"> Experience of membership and / or professional organisations Experience of the training, educational or academic sector
Knowledge	<ul style="list-style-type: none"> Business and financial acumen Commercial awareness Good understanding of APM and its purpose 	
Skills	<ul style="list-style-type: none"> Excellent relationship management and customer service skills Excellent communication skills, both written and oral Good PC skills including Word, Excel, PowerPoint, and CRM tools Good questioning and listening skills 	
Behaviour / Competency	<ul style="list-style-type: none"> Adaptability Communications Customer & Supplier focus Working Together/Teamwork Problem solving and Ownership Improvement Change and Creativity Planning and Organising Organisational Commitment Resilience Initiative and proactivity Interpersonal Skills Results orientation 	<ul style="list-style-type: none"> Leadership & Developing People