



## WORK WITH US

### Job Description – Business School Account Manager

September 2022



**HELP TO GROW.**  
MANAGEMENT COURSE

## **JOB DESCRIPTION: PARTNERSHIPS / BUSINESS SCHOOL ACCOUNT MANAGER (Help to Grow: Management)**

Location:	2 roles. Flexible regarding location but it is expected that one role should cover Scotland, Northern Ireland, North East, North West, Humber and York, East Midlands and West Midlands. The second should cover London, South West, South East, East of England and Wales. Home-based or office-based with regular travel to business schools and events. Must be available for regular meetings in the CABS London office.
Salary:	Up to £38,000 per annum, subject to experience, plus benefits (pension and generous annual leave)
Responsible to:	Head of Marketing and Communications
Duration:	Two Year Fixed Term Contract

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**Applicants are asked to send their CV, with a covering letter explaining how they meet the 'person specification', by 5pm on 7 October 2022 to Kristel Jarvis, [kristel.jarvis@charteredabs.org](mailto:kristel.jarvis@charteredabs.org). CVs will be reviewed as they are received. Immediate start possible for available candidates. Candidates must have the right to work in the UK.**

### **Purpose of the post**

**This is a great opportunity to work on a nationwide government programme designed to help businesses across the UK build resilience and growth. In this busy and wide-ranging role, you will work as the conduit between the business schools, the Help to Grow: Management team within CABS, and the policy team at the Department for Business, Energy and Industrial Strategy contributing to the success of the Help to Grow: Management Course in your regions. A key responsibility will be ensuring that business schools execute marketing plans and provide value for money.**

### **What is Help to Grow: Management?**

Announced by the Chancellor of the Exchequer in 2021, [the Help to Grow: Management Course](#) is a nationwide leadership course designed to help small business leaders boost their leadership skills and the performance of their business. Designed to help small businesses boost productivity, it is highly relevant to individuals faced with leading small businesses through today's challenging conditions including the energy crisis and cost of living crisis. Consisting of 12 modules, 1-to-1 mentoring and a peer network, the course is delivered by more than 50 business schools across the UK. These business schools are members of the Chartered Association of Business Schools (CABS) and have been accredited with the Small Business Charter. The programme is promoted through a wide range of marketing activity which is delivered by the government communications team at the Department for Business, Energy and Industrial Strategy (BEIS), the CABS team, and the business school marketing teams. You can read more about the course in [this first year anniversary report](#).

### **About the role**

The Business School Account Manager is a new role. You will be joining a team of two Business School Account Managers that will look after approximately 50 schools. You will be responsible for supporting and

guiding the business schools in the regions assigned to you, helping them to maximise enrolments on the Help to Grow: Management Course and improve communication and collaboration between the central teams and business school teams. Working with the cohort scheduling team will be a regular requirement to ensure the balanced provision of supply and demand within each region.

You will work with your business schools to ensure marketing and communications activity is on brand, provides value for money, and that detailed reporting and evaluation is completed in a timely manner. You will also use your excellent relationship building skills to develop relationships with functions across each business school to maximise collaboration across social media, PR, events, and Alumni Network activity.

You will work with the external Stakeholder Management agency to maximise engagement with your business schools and local stakeholders from intermediaries such as banks, Chambers of Commerce and trade associations, ensuring there are business school representatives at local events and that leads are recorded and followed up.

We collaborate closely with the government teams we work with so you will be attending weekly meetings with a wide range of programme stakeholders at all levels, as well as regular meetings with your business school. You should expect to travel regularly across your region to conduct face-to-face meetings, attend business school events and trade/industry events.

#### **About CABS**

CABS is the representative body for the UK's business school sector. Our award-winning team support our world-class business schools through lobbying, conferences, events, research, and national programmes such as the Help to Grow: Management Course. We are passionate about delivering a programme with a purpose. It is a great time to join us as we grow the Help to Grow marketing team to a team of six, embark upon significant marketing technology implementations and build a compelling series of events, content and partner offers for those that have completed the course and joined the Help to Grow: Management Alumni Network. Joining us as a Business School Account Manager will provide you with the opportunity to use your excellent relationship skills to build productive multi-stakeholder relationships across your region and play a critical role in making this UK-wide programme a success at a local level.

#### **About you**

The successful candidate will have a minimum of 3 years account management experience in a B2B marketing environment. You will thrive on juggling priorities, getting into the detail of multi-channel marketing plans, spotting new opportunities and making sure the results of every activity are consistently recorded. You will be expected to be up-to-date with the activities planned across your region and become a valued and trusted advisor for the marketing and business development teams within your business schools. You will also need to be comfortable conducting basic analysis of results and trends within business school marketing activity, working with central evaluation and data teams to inform future investment and direction. You'll also be happy to roll your sleeves up and help the wider Help to Grow: Management team deliver in person and online events.

We are looking for a conscientious, enthusiastic B2B account management professional who is keen to join a fun, hard-working team, and deliver great results which contribute to the UK's economic growth.

In return, we offer flexible working and a friendly, down-to-earth, hardworking and collegiate environment. The successful candidate will be expected to be in the office near Cannon Street a minimum of 2 days per month.

The interview process will consist of interviews and a short written task.

## Principal job functions and main tasks

Work with the business school marketing teams, the CABS marketing and alumni teams, and a government communications team to drive increased Help to Grow: Management marketing and Alumni Network activity across the regions. Your responsibilities will include:

- a. **Onboarding new Business Schools to the Help to Grow: Management programme including:**
  - i. Conduct onboarding meeting with all relevant business school team members once contract is signed.
  - ii. Brief the marketing team on the Branding and Communications toolkit.
  - iii. Share best practice delivery and resourcing from other business schools.
  - iv. Share best practice/learnings from campaigns to date.
  - v. Ensure schools understand how to use the marketing funds available and the claims process for marketing and Alumni Network activity.
  
- b. **Relationship management**
  - i. Map all business school teams including PR, digital, marketing and business development, and keep profiles up to date using the CRM system.
  - ii. Conduct monthly meetings with each business school, updating monthly plans and reports for Demand Generation and Alumni. At least one of these should be face-to-face each year. Work with the business school and central teams when plans need to be revised to ensure compliance and visibility of changes.
  - iii. Through regular meetings and communication with your business schools, ensure all marketing activity is planned and delivered, and that claims are processed with variations from the plan managed and communicated to the wider team.
  - iv. Work with the business schools to continuously produce high quality content and collateral that is on message and on brand.
  - v. Feed requirements for new collateral / campaign tools back to the central teams.
  - vi. Attend business school events.
  - vii. Work with the CABS Alumni team to ensure all Alumni Network events are scheduled and included in the central tracker and published on the Content Hub accurately and in a timely manner.
  - viii. Ensure all Alumni Network event reporting is completed and support claims are processed on time efficiently and accurately.
  - ix. Identify new contributors and content that can be shared via Alumni newsletter from within your business schools.
  - x. Identify all third party events and networks that Business Schools are attending and feed into Stakeholder Management plan.
  - xi. Work with Stakeholder Managers to ensure all centrally organised third party events are attended by appropriate representatives from Business School teams.
  - xii. Provide feedback to central event planning process from schools.
  - xiii. Ensure all marketing activity and lead reporting is fed back into the central reporting processes.
  - xiv. Ensure CABS provides a responsive marketing account management service to business schools, responding to enquiries in a timely manner and owning resolution of queries.
  
- c. **Process communications**

- i. Ensure all new marketing processes or changes in processes are clearly communicated to schools and that the relevant individual within the business school understands what is required and is following required processes.
  - ii. Manage applications process for all Help to Grow: Management pilots
- d. **Events:**
  - i. Work with the business schools to ensure that business schools are represented at local events and leads are logged and followed up following the agreed process.
- e. **Reporting and managing data:**
  - i. Produce and input into reports and analysis on marketing and campaign performance.
  - ii. Ensure data integrity is maintained in our collection and processing of data.

This role and the programme are evolving so specific responsibilities within the job role may evolve in accordance with the programme's needs.

## Person specification

Candidates must be able to demonstrate that they meet the 'essential' criteria. **Applicants must have the right to work in the UK.**

### EXPERIENCE

	Essential	Desirable
Experience of account managing clients on multi-channel B2B marketing campaigns	Yes	
Experience of account management roles managing 10+ clients to consistently deliver against KPIs	Yes	
Experience of working in a complex stakeholder environment	Yes	
Experience of proofreading, editing and reviewing including written, video and design content.	Yes	
Experience of analysing marketing performance data and producing reports	Yes	
Experience of website content management systems (CMS)		Yes
Experience of Customer Relationship Management systems/databases (CRM)	Yes	
Experience of briefing and managing external suppliers and agencies	Yes	

### SKILLS / ABILITIES

	Essential	Desirable
Understanding of the elements of multi-channel techniques used in B2B marketing	Yes	
Very strong attention to detail in planning and execution of work	Yes	
Confident communication with multiple stakeholders	Yes	
Rigorous proof reader with excellent working knowledge of grammar	Yes	
Competent in using website CMS	Yes	
Competent in using CRM		
Strong organisational skills with ability to manage many projects simultaneously and work under pressure to meet strict deadlines	Yes	
Excellent understanding of marketing metrics and the ability to analyse data	Yes	
Competent in the use of IT tools including Outlook, Word, Excel and Powerpoint	Yes	
Strong team player	Yes	
Self-starter, ability to work creatively and under own initiative, motivating yourself to consistently deliver against KPIs and deadlines	Yes	
Ability to work at a high level of confidentiality	Yes	

### KNOWLEDGE

	Essential	Desirable
A strong understanding of digital marketing concepts, tools and channels	Yes	

A good understanding of GDPR	Yes	
Knowledge of the small business market		Yes

QUALIFICATIONS

	Essential	Desirable
Education to degree level (or equivalent qualification)		Yes

*September 2022*