



Key Account Manager

LOCATION: Flexible (with significant time in London)

SALARY: £57,861 (London office), £53,781 (National)

Sport England is a public body and invests National Lottery and government money each year in projects and programmes that help people get active and play sport.

Our vision is that everyone, regardless of their age, background or level of ability, feels able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We want everyone to feel welcome, to find something in sport and activity that meets their needs and for the sector to value them as customers.

Our research shows that a third of the adult population already have a genuine sport and physical activity habit. For these people, being active is a big part of their lives and identity. This is what we call sport's core market. This habit enhances their quality of life, giving them confidence, improving their wellbeing and helping to connect them to other people. Yet we know that even when people have built a strong habit, we cannot take their activity for granted. Even for the most committed, big moments in life can get in the way of sport and activity habits.

You can help us do that. We are looking for an outstanding individual to join the Core Market Management Team in this newly created role. Working at a senior level with a small number of our most important partners, focused on the delivery of our strategy.

The Key Account Manager will lead on setting the strategy to identify and manage a small number of the most influential suppliers to the core market consumer, constantly adding value to the way that these partners support individuals to stay active for as long as they want to, whatever happens in their lives.

You will have proven experience in Key Account Management and have the ability to facilitate, build and develop strong, effective and strategic relationships. You will be experienced in analysing complex problems and will have the ability to engage various stakeholders to deliver a creative solution. It will help in the success of the role if you have an understanding of the sport and physical activity landscape.

Discover more by visiting www.sportengland.org/careers for further information.

The closing date for receiving applications is Sunday 12th November 2017.

Sport England actively promotes diversity in employment and welcomes applications from all parts of the community.

Job description

Job Title: Key Account Manager

Directorate: Core Market

Reports To: Executive Director of Sport

Job Purpose

To work closely with a small number of the most important Core Market accounts, focused on delivering Sport England's strategy. To provide internal colleagues and external stakeholders with information and intelligence about these accounts.

Directorate KPIs

- KPI3: Increase in the percentage of the population physically active (more than 150 moderate equivalent minutes of activity per week)
- KPI12: UK home nation performance in the pinnacle World, European or Commonwealth competitions
- KPI19: Increase the amount of non-public investment into sports bodies which are in receipt of public investment
- KPI20: Increase in the number of publicly funded bodies that meet the new UK Sports Governance Code

Dimensions

Direct Reports: None

Budget: £10k sign off. Oversight of individual key account awards totalling up to £100m.

Location: London or Flexible with regular attendance at 21B

Key Contacts: The most important Core Market accounts which will include, but not limited to large commercial National Governing Bodies, other suppliers of the Core Market, Internal SE Colleagues and Executive, Sport England Board and DCMS

Key Duties and Responsibilities	% Time
Leadership <ul style="list-style-type: none">• As a member of the Core Market Management Team, identify opportunities to develop connections across Sport England, add value by supporting, advising and providing constructive feedback and display personal behaviours that model best practice across the organisation.	10%
Organisational Effectiveness <ul style="list-style-type: none">• Develop a set the strategy and approach for how the Core Market Directorate identifies and manages its Key Accounts.• Develop strategic plans, including clear objectives for each key account that supports them to achieve agreed outcome targets.• Gather intelligence about the impact of current delivery and feed this back to the relevant teams within Sport England.• Provide internal colleagues and external stakeholders with the information and intelligence they need about these accounts.	40%
Relationship Management <ul style="list-style-type: none">• Maintain Sport England as a significant partner by building and maintaining effective and senior relationships at all levels in each organisation.• Establish yourself as the senior point of contact for identified key accounts working in the Core Market.	40%

<ul style="list-style-type: none"> • Act as the interface between the key account and all relevant Sport England Directorates. • Work constantly to understand Key Account challenges and provide sound advice (in conjunction with all relevant Sport England Directorates) on improvements that adds value and maximise the impact for Sport England. 	
Project Management <ul style="list-style-type: none"> • Successfully achieve specific results through the effective planning, execution and control of specified projects as directed by the Director of Sport. 	5%
Ad hoc <ul style="list-style-type: none"> • Contribute to organisational-wide projects as required, ensuring successful implementation and review. • Work flexibly to carry out any other duties that are within the colleague's skills and abilities whenever reasonably required. • Follow Sport England's policies and procedures in relation to other matters e.g. Health & Safety, Procurement and Financial control 	5%

Key Behaviours

1. Leading & deciding
2. Adhering to principles & values
3. Adapting & coping
4. Communicating, persuading & influencing
5. Creating & conceptualising

Person Specification

The additional skills, knowledge and experience required.

Essential

- 1) Experience in Key Account Management of major national accounts at head office level.
- 2) Ability to facilitate, build and develop strong, effective and strategic relationships internally and externally.
- 3) Highly developed and proven ability to persuade and influence at Executive Team and Sport England Board level.
- 4) Proven problem analysis skills aligned with ability to engage various stakeholders to deliver a creative solution.
- 5) Ability to make decisions based on knowledge and understanding of key financial drivers in business.
- 6) Highly developed negotiation skills, demonstrating the ability to achieve a beneficial outcome for all of the parties involved.
- 7) Excellent verbal and written reasoning skills, aligned with the ability to present facts, complex information and arguments clearly.

- 8) Excellent time management ability, with a proven record of working effectively to deadlines.
- 9) Ability to work independently and as part of a team.

Desirable

- 1) Understanding of the sport and physical activity sector.