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| **Job Specification** | **Client Manager & Sales Executive** |
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**Company Background:**

Serve Legal is the UK’s leading supplier of Retail Compliance Audits, enabling market leading businesses to successfully measure and improve performance in this area. We perform independent, undercover audits enabling companies to establish if expected staff performance, operational standards and company procedures are in place.

Serve Legal is a dynamic, growing company delivering over 200,000 audits a year. We’re proud to have built a UK wide community of around 8,000 auditors and possess valuable expertise in age-restricted sales, allergen safety and media compliance auditing. This is a great opportunity to join our friendly team at a really exciting time for the business, as we embark on an ambitious growth-plan and drive Serve Legal forward.

Serve Legal have recently completed the acquisition of a company called Storecheckers, marking an exciting new chapter in our growth. This acquisition enhances our service offerings and expands our client base, allowing us to deliver even greater value to our clients. The successful candidate may be required to be dynamic and flexible as we form our relationship with our new colleagues and clients.

**Purpose of the role:**

To work within the Client, Sales and Marketing Team taking a lead role in driving new business growth within our key target markets while also managing existing client accounts.

**Principal accountabilities:**

An effective Client Manager & Sales Executive will generate revenue from cold prospects consistently, maintain a strong sales pipeline for the company and manage their portfolio of client accounts effectively. They will build strong and engaging relationships and deliver growth opportunities with current clients and prospects. They will also proactively suggest and implement improvements to sales and marketing techniques and communicate efficiently with the Client, Sales and Marketing Team (CSM). The main responsibilities of this role are:

**Generating New Business (initially 75% of role):**

* Collaborate with Sales colleagues to maintain a relevant and ambitious hitlist of new business prospects in the compliance market. The key compliance target markets are:
  + Age Verification
  + Allergens
  + Revenue Protection
  + Responsible Gambling
  + Retail Experience
* Secure new business from key target markets, in line with company targets.
* Manage new client accounts, building strong relationships with key contacts and maximising growth opportunities.
* Contribute towards Serve Legal’s existing marketing strategy to improve our reach and appeal to new business prospects in key target markets.
* Support the CSM Team to grow revenue from special sales projects, including client-facing events.
* Support the CSM team in helping to prepare sales materials for client or new business opportunities.
* Ensure a professional and efficient service is delivered to all existing and prospective clients.
* Maintain all records on our CRM and sales database in an efficient and accurate manner

**Client Management (initially 25% of role):**

* Manage a set of client accounts, building strong relationships with key contacts and maximising growth opportunities.
* Support the CSM team to manage any relevant requests or communications from non-managed clients.

**Company responsibilities:**

* **Quality Assurance**: Play an active role in ensuring all client facing information is accurately and professional presented, proactively prioritise tasks, demonstrate tenacity and meet deadlines.
* **Cross-department support**: Work collaboratively and effectively with colleagues in other departments, as required, to ensure that across the company there is a strong understanding of client requirements and terms.

**Occasional Requirements:**

* Provide cover for other Client Managers when on annual leave.

**Behavioural and work-based competencies:**

* Educated to a degree or equivalent standard of qualification
* Ability to cultivate strong relationships: ability to inspire confidence and naturally engage with people
* Decisive and resilient under pressure.
* Strong organisational skills with a motivation for achievement and driving change
* Good communication skills: the ability to communicate clearly whether face to face, virtually, by phone or in writing.
* Collaborative: able to work closely with a manager and a team from a remote location.
* Proven ability and competence in using Microsoft Outlook, Word, Excel, Office and Teams programmes and the ability to expand knowledge in these areas.
* Good presentation skills: able to create a presentation and deliver it to both small and large groups. A confident and assured presenter.
* Can demonstrate examples of taking a pro-active attitude to overcome challenges to successfully achieve a project, milestone or generate revenue
* **Desirable**: Knowledge of social media and its use within business marketing
* **Desirable**: Previous experience of outbound lead generation in a professional setting

**Other Requirements:**

* This role is a work from home position. If you live within a commutable distance to our office in central London, we can discuss a hybrid role.
* Attendance at monthly office-based team meetings.
* Travel to in-person sales and client meetings where required.
* Attendance at all company-wide events is expected, usually once per quarter.
* Attendance at the London office up to 4 times per month.

**Interview process**

* Step 1: Initial 30 minute online interview
* Step 2: In-person meeting which will include a presentation and a short written communication assessment

**Further details:**

* Full time role in the Client, Sales and Marketing Team (37.5 hours per week)
* 25 days of Annual Leave per year (plus Bank Holidays)
* 1 Self Development day per year (cannot be taken in conjunction with standard Annual Leave)
* Starting salary: £25,000 - £30,000 per year (based on level of experience)
* Competitive commission scheme
* Travel expenses covered
* Probation period: 6 months
* Company pension scheme available