

POSITION DESCRIPTION

Position Title: AIM Business School – Client Relationship Consultant

Reports To: General Manager, Education and Business Services

Date: December 2011

Part-Time position 0.8 (4 days per week)

POSITION SUMMARY

The purpose of the position of Client Relationship Consultant is the development and maintenance of relationships with current and potential clients with the objective of increasing income, profit and market share of the AIM SA Business School.

NOTE: Some out of hours work will be required to attend information nights, networking events etc.

PRINCIPAL ACCOUNTABILITY

The position of Client Relationship Consultant is accountable to the General Manager, Education and Business Services

NB

The position description provides a broad description of the job and reflects a particular point in time. The description and list of duties are not to be seen as 'set in concrete' and may change to reflect changes in the market place.

EDUCATIONAL QUALIFICATIONS

Desirable:

- Management Post Graduate Education e.g. MBA
- Qualifications in sales and/or client service

KEY POSITION RESPONSIBILITIES

1. CLIENT RELATIONSHIPS

- 1.1 Ensure first class quality client service is achieved and maintained internally and externally.
- 1.2 Build, develop and grow relationships with individual clients
- 1.3 Build, develop and grow relationships with organisational clients including, corporates, small/medium businesses, not for profit industries, government departments and industry bodies.
- 1.4 Maintain the highest standards of professionalism and business ethics in dealing with clients.
- 1.5 Maintain the database & client records.

2. PRODUCTS & SERVICES

- 2.1 Ensure the Business School sales and income targets are met
- 2.2 Input personal expertise and market knowledge into the sales process
- 2.3 Target key business sectors/industries to increase income and profit e.g. Executive Development Programs to Corporates and Regional programs
- 2.4 Analyse competitors to ensure AIM SA identifies and maintains its competitive advantage
- 2.5 Analyse and compare the strategies, tactics and methods of operation of AIM SA and its competitors
- 2.6 Gain market intelligence and client feedback by appropriate follow-up of participants who have attended courses
- 2.7 Provide client-focused service at all times
- 2.8 Keep up-to-date with the Business School products, entry requirements and funding available
- 2.9 Display a strong commitment to AIM SA's values and objectives
- 2.10 Display a strong commitment to the culture of the AIM SA Business School

3. TEAM ACTIVITIES

- 3.1 Participate as an active member of the Education and Business Services Team
- 3.2 Work closely with the School Manager and the Academic Director
- 3.3 Work closely with the GMLDS and the Sales Team to ensure coordination of client contact to maximise sales all of AIM SA products and meet client needs
- 3.4 Work with the Marketing & Communications Manager to ensure marketing strategy is maximised
- 3.5 Participate as an active member of AIM SA
- 3.6 Participate in personal professional development and contribute to staff training.

4. PERFORMANCE MANAGEMENT

- 4.1 Via individual Performance Development Plan, meet agreed key performance indicators.

PERSON SPECIFICATION

Skills/Abilities

Essential

- A high motivation to meet and exceed sales targets and KPI'S
- Demonstrated successful sales experience
- Client relationship management
- Professional attitude and manner
- Competence in Word, Excel and PowerPoint
- Excellent communicator with sound presentation skills
- Excellent networking skills and the ability to negotiate at all levels.
- Client focused
- Commercial acumen/marketing expertise
- High level of written skills

Preferred

- Understanding of Post Graduate products and services
- Knowledge of the Higher Education system
- Understanding of FEE-HELP

Personal Attributes

- Self starter and self reliant
- Positive approach
- Flexible and adaptable
- Goal oriented
- Proactive and energetic
- Willingness to learn
- Team player

REMUNERATION

Salary : Dependant on skills and experience

Car parking: on-site parking provided

Bonus scheme: yes