



JOB DESCRIPTION

ACCOUNT MANAGER

Location: London
Reports to: Sales Manager
Responsible for: n/a
Grade: 3

Who we are

We are the Royal Pharmaceutical Society, the professional membership body for pharmacists and pharmacy in England, Scotland and Wales.

What we do

We are champions of the profession, and internationally renowned publishers of medicines information.

We promote pharmacy in the media and government, lead the way in medicines research and information, and support pharmacists in education and development.

Together, we are pharmacy.

Our Mission

We put pharmacy at the forefront of healthcare.

Our Vision

To be the world leader in the safe and effective use of medicines.

Our Behaviours

Be inspiring. Be empathetic. Be relevant.

JOB PURPOSE

To achieve sales targets by growing sustainable digital subscription revenue streams. This will involve managing engagement with accounts, maximising renewal and up-sell opportunities, identifying prospective new clients, presenting, pitching and negotiating new business wins.

MAIN ACCOUNTABILITIES

1. Following existing sales procedures to maximise sales across the entire Pharmaceutical Press digital and print portfolio
2. Execute renewal Business – by using CRM to plan account activities including scheduling appointments and calls to develop income and long-standing relationships with key clients. Maintains above average renewal rates and ensures attrition remains at a minimum.



3. Generating New Business – ensures the consistent growth of digital and print revenues through pre-dominantly direct sales. Identifies new potential accounts, and growth in existing accounts, sets appointments, understands customer requirements, presents solutions and closes business, including online subscriptions, multi-user packages and bundled print/digital combinations.
4. Communicating by phone and attending external (pre-dominantly, but not exclusively UK) based meetings, conferences and exhibitions to network, generate sales leads and represent the interests of the company. It is expected that the role holder will be out of the office approximately 25% of the time.
5. Maintaining and presenting regular sales pipelines, call plans and activity reports.
6. Contributing to sales forecasts and estimated future sales.
7. Keeping up-to-date with product information, market intelligence and sharing relevant insight around product and business development, licensing, sales and marketing plans.
8. Ensuring the sales journey of all accounts, enquiries, leads and opportunities are processed and recorded immediately and accurately via CRM.
9. Reporting - providing regular feedback and analysis from customers/markets served and ensuring that CRM records are thoroughly maintained and improved.

This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.

SUCCESS MEASURES

- Individual quarterly revenue targets.
- Individual annual revenue target.
- Renewal rates for existing clients.
- Conversion rates for leads into new sales.
- Conversion rates of digital trials into new sales.
- Demonstrates high performance and personal commitment to team goals and business strategy.
- Provides regular customer/market feedback.
- Using CRM to a high standard – real-time and accurate reporting on sales progress for all leads, enquiries, accounts, opportunities

CORE RESPONSIBILITIES FOR THIS JOB

- Personal responsibility for all targets
- Achieving results/delivering performance
- Problem solving



KNOWLEDGE & SKILLS FOR THIS JOB

- Sales experience, ideally gained in an STM publishing or digital sales environment.
- Consultative selling – with client facing skills and demonstrable experience of pitching business solutions to senior decision-makers.
- Ability to work under pressure to specific deadlines.
- Good written and verbal communication skills.
- Ability to understand and work with complex business models.
- Attention to detail and analytical skills.
- Ability to work autonomously and as a key member of a small team.
- A good understanding CRM and the importance of database management.