



JOB DESCRIPTION

ACCOUNT MANAGER

Location: London Office/Hybrid Working
Reports to: Sales Manager
Grade: 3

What we do

We support pharmacists in their education and development, promote pharmacy in the media and government, and lead the way in medicines information across Great Britain and around the world. Our **mission** is to put pharmacy at the forefront of healthcare. Our **vision** is to become the world leader in the safe and effective use of medicines.

Our values

At the core of our culture, our Values Focus, Agility, Quality, Collaboration and Respect describe the way we work to achieve our organisational goals. We believe people don't need to be fixed to their desk to achieve great things, so we offer flexibility to our people in how they do their work wherever possible, to bring out the best in everyone and provide an inclusive working environment.

Leadership in pharmacy

We define best practice for pharmacy professionals and help them achieve this through professional development, career support and training. We are here to support professionals with the challenges of pharmacy practice, and advocate for the role of pharmacy by setting professional and ethical standards, producing policy papers and responding to consultations with government and industry.

Publishing

We're the world leaders in evidence-based pharmaceutical publications and guidance. Pharmacists and other healthcare professionals trust us to provide expert analysis, educational support, webinars and news that informs, supports and enhances their practice. We independently source, evaluate, and communicate and make practical medicines knowledge accessible worldwide.

Central Services

We support the organisation to achieve its goals by providing people, technology, facilities and financial services.

Our governance and leadership

Our Assembly provides overall governance and strategic direction for RPS. Our three National Pharmacy Boards provide advocacy, support and strategic leadership for pharmacy practice and developments within England, Scotland and Wales. The Pharmaceutical Press (PhP) Board advises the Assembly on the direction and approach of Publishing, while our Executive Team look after every aspect of our operations.

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 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 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 digital combinations.
4. Communicating by phone and attending external (pre-dominantly international) 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 33% 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.



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.

February 2024