

ROLE PROFILE

COMMERCIAL ACADEMY MANAGER

Vacancy:	Commercial Academy Manager
Reference:	CAM/PB/BSE/05/2023
Date:	16/05/2022
Contract:	Permanent
Hours of Work:	Full Time (36.25 hours per week)
Reporting to:	Director of Account Management
Location:	Hybrid Working between Home and our Peterborough (Cambridgeshire) and Bury St Edmunds (Suffolk) offices

At Xperience we deliver business efficiencies through Digital Transformation.

We put our clients at the heart of everything we do, helping them create better, faster processes, build stronger customer relationships, strengthen data security, accelerate profitability and position them for growth. That's why we've got over 1,100 clients who are more efficient, more productive and more profitable just because they work with us. And, it's why 95% of our clients say they would recommend us. But really, it's our people that make the difference at Xperience. They have the expertise and ambition to collaborate with our clients to guide them towards the optimum solution. Together as a team and through partnerships with world leaders in technology, we provide smart solutions that provide real digital transformation in businesses, including Cloud, ERP, CRM, Managed IT, and Cyber Security.

The Role

Having secured private equity investment in late 2022, we are undergoing an exciting time in our evolution and now seek an ambitious and driven **Commercial Academy Manager**.

This role, new to the organisation, will play a key part in enabling the success of our ambitious organic growth plans. With responsibility for the success of Xperience's Commercial Academy, you will grow your newly recruited team of early-career level new business and account management professionals, equipping them with understanding of our solutions, our target markets, and the commercial acumen needed to successfully deliver on individual and team commercial targets, all while driving alignment to our culture and values.

Reporting to the Director of Account Management, with a working relationship with the People Director, you will be supported by the wider Commercial and People Teams to partner with external service providers to manage, develop and retain the best talent for the Academy, ensuring value for the organisation.

As a natural sales coach, you'll blend your experience of talent development and commercial awareness to shape future talent for our business.

Key Responsibilities:

- Manage, motivate, develop, mentor and retain a high-performing team of commercial professionals to deliver high levels of lead generation and sales revenue via new business and account management activity
- Partner with the in-house People Team and external stakeholders to:
 - attract & retain the best talent for the team
 - develop & implement a fit for purpose structured learning programme that supports the business and team need
 - develop a suite of performance metrics that support a high-performance culture
- Partner with wider Commercial Team consisting of experienced sales professionals and account managers to ensure that the Academy talent is supporting their commercial objectives
- Cultivate collaborative relationships with internal departments (eg. pre-sales) to ensure optimum technical knowledge transfer
- Performance Management – work with the Commercial and People teams to set targets and KPI's in line with business and departmental goals and objectives
- Coach and mentor the Commercial Academy team to:
 - understand and follow the internal sales process with particular focus on lead generation and pipeline building
 - Develop their market knowledge
- Embed the organisational Culture & Values throughout all aspects of the Academy programme
- Support the People Director in managing Academy budgets as needed
- Take a proactive approach towards one's own self development, keeping abreast of new thinking in relation to sales techniques and technologies
- Coach and monitor the team to use and maintain the CRM system
- Responsibility, governance and oversight of the end-to-end sales process in relation to the sales academy
- In line with current processes, oversee the Academy sales pipeline, to ensure accuracy and reliability in forecasting.

Essential:

- Three years demonstratable experience of leading a team of Commercial (new business/account management) professionals within an IT/Professional Services organisation with responsibility for:
 - Recruitment & Onboarding
 - Performance Management
 - Learning & Development
- Experience in coaching and developing the skills of Sales professionals
- Demonstrable understanding of the B2B sales process

- Demonstratable commercial awareness gained from working in high tempo environments
- One year's hands-on experience of using a CRM system eg. Connectwise, MS Dynamics
- Proven ability to communicate at all levels within the organisation
- Ability to travel through the UK & ROI as needed
- Ability to live and work in the UK (Unfortunately we are unable to sponsor visas)

Desirable:

- Previous experience of developing early careers talent
- Previous experience of working with an IT Managed Services provider
- Have obtained or working towards a professional qualification in leadership/management, coaching, or learning and development (eg. ILM, CMI, CIPD)

Competencies required for role:

Developing Yourself & Others

Recruits for, builds and retains organisational capability. Nurtures future talent. Creates a climate in which people want to do their best and achieve their full potential. Proactively manages the performance of their team, setting clear and achievable goals. Sets and maintains high standards for self and others.

Building Relationships & Influencing

Effectively influences key stakeholders to take positive action that will advance business goals. Presents themselves with self-assurance, has presence. Persuades by using concrete examples to make a point. Networks well across the business, communicates company wide.

Commercial Focus

Effectively manages processes, projects and/or systems with the all stakeholder needs in mind. Demonstrates personal accountability to both internal and external stakeholders by meeting and exceeding expectations. Is alert to changes in client, market and partner trends and search for opportunities to differentiate Xperience from its competitors.

Adapting to Change/ Innovation

Ensures critical momentum and energy are sustained throughout initiatives. Develops new insights into situations. Rapidly adapts to new information, changing conditions or unexpected obstacles whilst maintaining effectiveness. Questions conventional approaches.

Results Focused/Problem Solving

Anticipates issues before they occur and develops and implements contingency plans. Makes things happen and continually strives for improvement. Is resilient in the

face of obstacles and setbacks, is able to bounce back and finds ways to overcome them. Resolves issues that occur with minimal direction and fuss. Reviews and analyses root cause of problems, taking learnings for the future.

Xperience is an equal opportunities employer.