



JOB DESCRIPTION

Job Title:	Senior Strategic Relationship Account Manager
Team:	Strategic Relationship Management
Classification:	
Reports to:	Jenny Rohde
Classification of Line Manager:	Head of Strategic Relationship Management
Number of Direct Reports:	0

Job Purpose

The Senior Strategic Relationship Account Manager will report directly to the Head of SRM (Strategic Relationship Management), working across the West Midlands region; planning and delivering a programme of engagement with companies of strategic importance in the West Midlands, playing a key role in the delivery of the Top500 programme.

This senior role sits within the Account Management team to undertake normal account management activity but also bring additional capability to engage with large accounts and senior leaders across the region.

Hybrid working is planned for this role, with the Birmingham office being the principal place of work. This role will require some travel, within the region.

Our people and our offices

West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.

To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.

Main Responsibilities and Key Activities

The successful candidate will be expected to:

- Provide a professional, knowledgeable point of entry into the West Midlands Growth Company for stakeholders.
- Be commercially aware, credible, and build relationships at C-Suite level within the private and public sector.
- Use experience of West Midlands' key sectors to add depth / insight to C-Suite dialogues.
- Work collaboratively with public sector stakeholders including Local Authority and Department of Business & Trade teams to support the managed accounts.
- Develop and deliver intelligence-led account management plans.
- Ensure timely follow up and resolution of actions raised from client engagements.
- Use the CRM (customer relationship management) system efficiently and effectively to ensure regular



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and effective evaluation of activity for all accounts managed, including sharing insights gathered with Local Authority colleagues & Sector Specialist Teams.

- Record all engagement, interactions, meetings, phone calls and emails using the CRM.
- Work with colleagues across WMGC to ensure a joined-up approach to SRM firms, for example referring to Sector Specialist/ Business Development Managers when expansion projects or job retention projects have been identified.
- Engage with key industry associations and trade bodies when relevant.
- To work pro-actively and collaboratively with the Head of SRM and SRM colleagues to deliver a professional and strategically valuable service to WMGC and the West Midlands region.
- Promote the benefits of the SRM offer to businesses within the West Midlands.
- Where required, represent the organisation professionally at events and actively work to always raise the profile of the West Midlands Growth Company and the region.
- Work with senior leaders across the region and WMGC leadership team in the effective operation of SRM for large accounts.
- Take a senior role in the SRM team, working closely with the Head of SRM in the delivery of some leadership and management aspects of delivery when needed.
- To undertake any other reasonable activities, as requested, relating to the delivery of the WMGC SRM service.

Dimensions

Travel: mainly within the West Midlands region

Budget responsibility: none

Key relationships:

- West Midlands businesses
- SRM Account Managers within WMGC and Local Authorities
- WMGC Sector Leads
- Chief Investment Officer
- WMGC Leadership Team

Key Skills and Competency Requirements

Area	Essential	Desirable
Qualifications	Business qualification	MBA
Skills and attributes	<p>A clear and articulate communicator who can use their knowledge of the key industries represented in the West Midlands (e.g. automotive, advanced manufacturing, creative & digital, life sciences, low carbon, professional services) to create credibility at a C-suite level.</p> <p>Commercial awareness and problem-solving skills with the ability to ask incisive questions and create a more effective offer / solve problems more effectively.</p>	



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	<p>Strong consultative approach and project management skills.</p> <p>Strong team player and generous colleague.</p> <p>Ability to identify and programme tasks effectively against the timetable set by the client company.</p>	
Knowledge and experience	<p>Corporate, director level account management experience in a private sector organisation.</p> <p>Strong understanding of the key forces impacting corporate strategy and the future challenges facing West Midlands and UK businesses.</p> <p>Experience/understanding of regional and public sector challenges in the West Midlands.</p>	<p>Knowledge of key regional assets and their potential role in the future of the region.</p> <p>Well networked into strategically significant West Midlands businesses.</p>

Our Values

Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.
Wellbeing – Health, growth and inclusivity	We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.

Prepared by

Jenny Rohde	Date:
	Job Title: