

**About the Association of Colleges**

At the heart of every community should be a strong and successful college, supporting students, delivering skills, transforming communities, promoting social justice, working with employers, and growing the economy.

Association of Colleges is the national voice for further education, sixth form, tertiary and specialist colleges in England. We are a not-for-profit membership organisation established by colleges, for colleges. Our members make up almost 95% of the sector - transforming 2.2 million lives each year.

Acting as the collective voice, we represent and promote the interests of colleges, and provide our members with high-quality professional support services, including training, events and recruitment.

The AoC group also includes: **AoC Services** - supporting all colleges to be great colleges by delivering high quality and cost-effective further education events, training and development, executive recruitment, interim management and strategic consultancy services; **AoC Jobs** - the first and only stop for anybody looking for a new job in further education; **AoC Sport** - leading the development of sport and physical activity in 16+ education; and **AoC Charitable Trust** -promoting the very best in FE with some of the biggest and most respected awards in education, including the AoC Beacon Awards, AoC Gold Awards, and Student of the Year.

**JOB DESCRIPTION**

**Job Title: Customer Success Manager – Digital Products (SAAS)**

|  |  |
| --- | --- |
| **Job Purpose:** Responsible for business development, customer success and marketing of a leading suite of digital SAAS products and services which are both high quality and responsive to client needs. Responsible for the brand and reputation of AoC Jobs and Education Recruiter ensuring that both products are successful, and clients receive a premium service. | |
| **Department / Directorate** | AoC Services / Professional Services |
| **Business Unit** | Services |
| **Reports To** | Director of Finance and Chief Operating Officer |
| **Role Level** | Middle Management |
| **Contract Type** | Permanent Full-time |
| **People Management** | **Direct Reports:** Customer Success Executive  **Indirect Reports:** Marketing Manager AoC Services |
| **Monetary and Risk Responsibility** | **Budget:** Income and market share targets for AoC Jobs (aocjobs.com) and Education Recruiter (education-recruiter.com)  **Risk Management:** Accountable for the development and delivery of new services to meet future market requirements, innovation of services to maintain quality service which is sustainable and that enhances the AoC brand. |
| **External Key Contacts** | CEO/Principals, Senior Leadership Teams, HR Directors, Managers, and administrators. Finance Directors and wider team.  **External Suppliers:** Service suppliers, RPOs, external agencies. |
| **Internal Key Contacts** | AoC senior management including Area Directors. |

**Key Accountabilities & Responsibilities**

1. Devising the approach for digital products/services and working closely with the Digital Product Manager, Director of Finance and Chief Operating Officer, AoC Services Board to align the digital products/services and wider AoC business strategies.
2. Responsible for the business planning of the digital products/services offering, developing new products and services to meet market needs and driving reputation, market share and revenue generation.
3. Managing the effective onboarding of customers, ensuring successful uptake and navigation of software from day one
4. Always promote the value of the product and through customer experience, ensuring that our clients are champions of our products
5. Upsell services and products in a consultative manner ensuring our clients get the right product for their needs.
6. Develop and execute all the training courses and educational materials and content to ensure customer success
7. Review and manage customer complaints and concerns and seek to always improve the customer experience
8. Responsible for the P&L of digital products and services including AoC Jobs and other new initiatives. This includes all budgeting and forecasting.
9. Responsible for leading the development and delivery of business development, client account relationships and sales plans to ensure Create builds on its client base and maintains existing market share for both candidate attraction and licensees.
10. Responsible for establishing and developing client account relationships, including the negotiation of rates and packages. Ensuring that both AoC Jobs and other digital/recruitment services meet the expectations of our clients and the team continues to deliver a high level of customer service.
11. Support clients with technical queries and guidance, ensuring that queries are answered effective, and SLAs are met
12. Responsible for the Management, mentoring and development of staff members within the Digital Recruitment team, ensuring that performance standards are met with high standards of customer care and accuracy at all times.
13. Monitor and review the effectiveness of all clients generated content, offering additional digital products and services for those which require further help. This includes the cross selling and promoting of wider AoC Services, specifically executive search, candidate assessment, skills testing and interim management.
14. Maintain up-to-date market knowledge, sector insight and data analysis and use this to provide advice, guidance, and support to clients on best practice and product use, including a consultative approach to providing advice on a range of products/services to suit the needs of AoC members/clients.
15. Responsible for creating, developing, maintaining, and delivering the brand identity of the related products and services. Responsible for the strategic marketing direction and related content, including programmatic marketing, SEO, SEM, social media content and marketing and email marketing.
16. Responsible for sourcing, contract negotiation and management of all marketing suppliers ensuring that existing products and new services are both innovative and forward thinking. To meet organisational goals, maintain a market leading edge, provide a quality of service, and benefit our members.

**PERSON SPECIFICATION**

The following details the essential criteria for the role and how these will be assessed/ measured during the recruitment process. *Key:* A = Application; I = Interview; T = Test

|  |  |
| --- | --- |
| **Education/ Qualifications/ Professional Bodies** | **Assessment** |
| GCSE English GCSE grade C and above, or equivalent | A I T |
| **Knowledge, skills, ability and experience** |  |
| Experience of developing and delivering SAAS or digital solutions to a diverse client group | A I T |
| A track record of developing effective client relationships at all levels  to generate income and long-term relationships | A I T |
| High level written and verbal communications skills, with evidence of  building effective relationships at all levels | A I T |
| Evidence of up-selling and cross-selling a variety of solutions within a  complex stakeholder environment | A I T |
| Demonstrative evidence of presenting to stakeholders | A I T |
| Experience of training and supporting a diverse client group | A I |
| Experience of launching new products and services | A I |
| High level of attention to detail | A |
| Computer confident, proactive and enjoys learning new IT systems, good skills and knowledge of Microsoft Word, Outlook, Excel and  PowerPoint | A |
| Experience of selling and customer service of SAAS systems | A |
| Customer Success experience with SAAS, e-commerce platform or similar digital product | A I |
| An understanding of data bases, websites, and other related IT systems | A I |
| Experience in creating and developing  strategy documents such as Launch Strategies, Sales Plans, Pricing Plans and Marketing Plans. | A I |
| Marketing and online marketing experience including SEO, SEM, PPC,  email marketing and programmatic marketing | A I |
| Knowledge and experience usage of all Google systems including  Analytics, AdWords and DFP | A |
| Market knowledge of recruitment and digital sectors | I |
| Experience of managing people effectively to maximise their  performance and potential | A I |
| Demonstrates an interest in Further Education | A I |
| Demonstrates commitment to own learning and continuous  improvement through training and development. | A |
| Computer confident, good skills and knowledge of Microsoft Word, Outlook, Excel and PowerPoint, and the use of media monitoring services (or the ability to pick them up quickly) | A |
| Demonstrates respect for equality and diversity and works to actively promote an inclusive work environment and good working relationships among colleagues | A / I |
| Demonstrates an interest in further education | A / I |

**Acknowledgement**

This job description has been designed to indicate the general nature and level of the work performance by employees within this post. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications / experience required by employees assigned to the role. These may be subject to future amendments following appropriate consultation.