

ROLE PROFILE

Job Title: National Account Manager (north)	Department: Customer Excellence
Responsible for: None	Location: Home based - Borders
Line Manager Job Title: Head of Customer Excellence	Date: 25/3/25

Job Goal

<p>Establish and manage a network of training providers to maximise revenue</p> <p>Provide effective account management to existing Providers based across northern England, Scotland and Ireland</p>

Role Responsibilities

Responsibility	Outcomes and measures
Generate income from the sale of Lantra's products and services.	<p>Establish new product delivery either awards/quals or customised awards.</p> <p>Establish new providers.</p> <p>Achieve NPS of 6.0</p>
Ensure that Providers have a good knowledge of Lantra's products and understand the benefit of using same	
Act as the first point of contact to manage and resolve enquiries effectively and efficiently.	
Provide support to Providers regarding using Quartzweb to support booking and learner achievement of training and qualifications.	
Working closely with the Head of Customer Excellence to understand the potential market for Lantra's products across Northern England and Scotland based on engagement with Providers.	
Identify gaps in Provider coverage and recruit new providers to fill the gaps.	
Regular travel across England and Scotland as well as time in head office.	

Person Specification

Essential	Desirable
Knowledge / Skills Required	
<ul style="list-style-type: none"> • Ability to develop a knowledge of Lantra's products relevant to the regions • Ability to prioritise between competing calls on time and resources • Ability to work in a prioritised and methodical manner to ensure that actions are followed through to completion • Excellent IT skills, including Excel, Word, PowerPoint • Excellent interpersonal, telephone and listening skills • Good problem-solving skills • Able to drive / access to a car • Excellent stakeholder management skills 	<ul style="list-style-type: none"> • Ability to use bespoke IT systems • Detailed knowledge and understanding of Lantra's products and services • Understanding of qualification frameworks
Experience	
<ul style="list-style-type: none"> • Understanding and experience of good practice in customer account management • Experience of forging strong relationships with existing customers and driving loyalty and sales • Experience of working cross functionally across a business 	
Qualifications	
<ul style="list-style-type: none"> • Educated to degree level or equivalent 	

Behaviours

Corporate Value	Expected Behaviours (<i>general or job specific</i>)
Customer First	<ul style="list-style-type: none"> • Ensures they understand who the customer is and what their needs are • Builds a culture of customer excellence • Identifies new trends or initiatives that will benefit the customer / customer relations
Commercially Driven	<ul style="list-style-type: none"> • Understands the business structure and their role in achieving business plan • Strives to get think commercially to achieve cost savings • Actively seeks better ways of delivering services, ways of working and reducing costs
Collaborative	<ul style="list-style-type: none"> • Effective communication across all levels • Shares knowledge and information • Asks questions and checks understanding Works closely with other teams to ensure consistency of services • Is approachable and open to ideas
Camaraderie	<ul style="list-style-type: none"> • Shares knowledge and information with team members and colleagues across teams. • Understands how objectives from different areas of the business make a whole • Recognises the priorities of other departments • Recognises and responds when others require help and support • Is approachable and open to ideas.

Leadership	<ul style="list-style-type: none"> • Role models the Lantra values.
Personal Effectiveness	<ul style="list-style-type: none"> • Takes ownership of allocated tasks and follows through • Manages time for tasks effectively, planning ahead and communicates these plans to those who need to know • Is adaptable when the needs of their role or the organisation changes • Is prepared for meetings or agreed activities