

Job description

Commercial Account Manager (New Business)

Reports to:	Director of Fundraising, Commercial & Business Development
Based at:	Coeliac UK Head Office, High Wycombe
Contract type:	Contract 6 months (potential to extend)
Salary:	Competitive daily rate 3 days / week
Line management:	No direct reports
The role:	Coeliac UK is a charity with a mission to improve the lives of people who need to live without gluten. This role operates within the Commercial team to generate income from businesses and commercial partners to support the charity's work. Income is generated through the sales of advertising and sponsorship, and through the sales of the Coeliac UK food safety trademark or the catering accreditation and catering training scheme. The role will have an office base in High Wycombe but frequent travel around the UK is expected.

Key responsibilities

- Working alongside colleagues to manage existing accounts, developing relationships via telephone, email and face-to-face contacts;
- Researching and seeking out new potential contacts using relevant sources, contacts and business events;
- Attending external meetings and presenting to new and existing accounts;
- Promoting and selling the Crossed Grain trademark licensing scheme, the gluten free accreditation scheme and the catering training opportunities where appropriate;
- Monitoring and reporting on commercial activity with all existing and potential partners against monthly/quarterly budgets and other targets;
- Maintaining long-lasting relationships with existing commercial partners and developing relationships with new ones;
- Contributing to the development of new opportunities that could be of interest to commercial partners
- Supporting the delivery and administration of opportunities necessary to fulfil the requirements of commercial partners;
- Development of other commercial relationships as appropriate for the role and for the benefit of the charity's mission.

Knowledge, skills and experience

- Demonstrable ability to build relationships and skilled in account management
- Drive for results with a strong sales background
- Ideally educated to graduate level
- Knowledge of the catering trade or food business is highly desirable
- Analytical and numerate with necessary skills to produce, monitor and interpret financial information and reports
- Proven marketing experience
- A positive, personable and confident communicator
- Excellent IT skills including experience of using CRM systems

- Ability to manage workload on own initiative within a team environment
- Attentive to detail
- Flexible approach
- Excellent written and verbal communication skills

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.