

## Job Description

**Job title:** Customer Development Manager

**Team:** Commercial

**Reports to:** Head of Client Solutions or Head of CG & BL

**Location:** Field

**Job purpose:** The Customer Development Manager is accountable for creating and leading commercial growth initiatives with our highest value clients to ensure our client relationships achieve and, ideally, exceed our long-term revenue targets. By growing strong relationships, influencing key stakeholders across our clients' organisations, and using targeted account plans to grow project pipelines for their clients, the role holder will deliver commercial growth for Bloom.

Key accountabilities:

- Responsible for revenue development in line with client revenue targets
  - Develop and implement an annual account plan to maximise value for both parties based on detailed analysis of PS spend ensuring an in-depth understanding of assigned strategic client's current and future needs
  - Create and manage pipeline, tracking via CRM
  - Build positive. Collaborative relationships with Commercial Managers and Project Owners at Bloom to ensure co-ordinated and consistent messaging to client, and feedback loop for new opportunities
- Work with assigned clients to extend the use of NEPRO3 across categories;
  - Create Stakeholder Mapping, identifying primary budget holders outside of Procurement/Commercial
  - Establish and maintain robust relationships with clients
  - Plan and lead quarterly planning meetings with clients to provide a communication forum for reinforcing Bloom service benefits and developing new client-facing initiatives that support clients' strategic objectives

**Skills, know-how and experience:**

**Essential:**

- Behaviours that are displayed in line with our Company values and always strives to deliver an outstanding customer experience
- Proven ability to develop and maintain effective relationships with internal and external stakeholders across all levels of seniority that deliver business growth
- Proven ability to create, maintain and execute highly effective account plans that support account growth targets
- Effective use of CRM platform (Salesforce/similar) for tracking opportunities, reporting project pipeline and forecasting future revenues
- Ability and desire to track key metrics and interpret data and reporting to inform business focus.
- Drive and self-motivation with a focused, engaging and positive attitude

**Desirable:**

- A sound understanding of modern procurement practices, primarily within the Public Sector and an ability to use this experience and knowledge effectively.

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- Ensure client communication and reporting is carried out in a timely and accurate manner, in line with our Client Charter

- Knowledge of technical, legislative and regulatory frameworks affecting the public sector

### **Technical / professional qualifications:**

#### **Desirable:**

- Business related qualification
- Procurement qualification or foundation course

### **KPI's:**

- YoY growth for named accounts, at least in line with company budget
- Increase in the number of categories that Bloom supports, per allocated client
- Increase in share of wallet of professional service spend for allocated clients

### **Direct reports:**

- None

*This Job Description is not definitive and outlines key accountabilities – colleagues are expected to be flexible regarding their accountabilities and will from time to time be asked to carry out other duties.*