



# Candidate information pack

Strategic Account Director

# What we do...

Bloom offers a dynamic supply chain providing the public sector with a marketplace to buy and manage professional services.

We ensure delivery of quality outcomes from our pre-approved and ever-growing network of suppliers and consultants. Our fully compliant open access marketplace is outcomes based meaning the public sector only pays for what is delivered.





# A message from our CEO

"I am passionate about Bloom and what we believe in, where we're going, and how we'll get there.

Our purpose, essence, proposition, and trademark behaviours bind us together to form our commitment culture and help us grow both individually and collectively. Our culture influences how we treat one another each day and the behaviours we reward. It creates an environment where everyone is real and true and that is something we all are proud of.

It also drives growth and long-term financial sustainability. We value individuality and diversity and that's what allows us to work together to create innovative approaches for our customers, which sits alongside our deep expertise in enabling brilliant outcomes.

Bloom is growing rapidly; we are naturally curious, and our journey has only just begun. We are investing in our people and technology and have big plans for the future.

So, if you think all that sounds interesting then you should consider joining us and being part of it, you'd be working with some great individuals in a great business that cares about its people and customers."

**Amabel Grant – Bloom Procurement Services CEO**



Our vision...

To be the go-to solution for  
professional services.



Our mission...

To deliver a world class experience  
for our buyers and suppliers, using  
our expertise and technology



Our purpose...

Enabling brilliant outcomes today, that  
build a better tomorrow



# Trademark behaviours

Our trademark behaviours aren't just behaviours, they're our language and an essence of everything we do.

The most successful cultures are the ones that work together in a harmonious way. This is something that we realise and are truly passionate about.

We want everyone who joins Bloom to feel a part of our team. We strive for our people to know that their role is equally important and contributes to the whole Bloom mission. This includes you.

We have our trademark behaviours in place to ensure we're all pulling in the right direction, together as one.

Our trademark behaviours are...



# Benefits you receive working for Bloom



Company bonus scheme



Simply Health cash back plan



Beyond cashback card – earn on your everyday spend



Hybrid working & flexibility



A day off for your birthday – because you deserve it!



Learning and Development Opportunities – individual personal development plans



25-day holiday allowance - increasing with length of service to a maximum of 29 days plus bank holidays



Employee Assistance Programme – for the time you need support



Death in Service – four times your salary



Buy up to 5 additional days holiday



Company Pension Scheme



One day to give back via volunteering



Grab a Grand referral scheme



Employee Voice – Hive HR Engagement Survey and Open Door



Company social events



Electric Vehicle salary sacrifice scheme



Hive Fives - Little messages big miles recognition portal. Everyone deserves a pat on the back.



Cycle to Work scheme



# Strategic Account Director

Remote, £63k-£70k + Commission

Reporting to COO

## Key Accountabilities & Responsibilities

- Develop and maintain relationships with new client key stakeholders within public sector organisations, including procurement officers, department heads, commissioners, and decision-makers.
- Understand the unique needs and challenges of each organisation and align our procurement services to address their specific requirements.
- Act as a trusted advisor, providing insights and recommendations to enhance procurement efficiency and effectiveness.
- Identify new opportunities for business growth within public sector organisations and develop strategies to capitalize on these opportunities.
- Collaborate with the wider sales team to develop compelling proposals and presentations tailored to the needs of each department.
- Drive the sales process from lead generation to contract negotiation and closure.
- Develop and implement strategic account plans outlining objectives, tactics, and timelines for each prospective customer.
- Continuously assess market trends, competitor activity, and regulatory changes to inform strategic decision-making and ensure our offerings remain competitive.
- Work closely with internal teams, including operations, finance, and legal, to ensure seamless delivery of services and adherence to contractual agreements.
- Collaborate with marketing to develop targeted campaigns and collateral materials that resonate with government procurement audiences.
- Monitor key performance metrics, including revenue growth, customer satisfaction, and market share, for each account.
- Prepare regular reports and presentations for senior leadership, providing insights into account performance and future opportunities.
- Accountable for development and sales target achievement within targeted and allocated accounts.
- Any other duties as reasonably required.



## Job Purpose and Summary

As a Strategic Account Director focusing on generating new revenue opportunities and sales growth from within public sector procurement of professional services. You will play a critical role in driving revenue growth through new business and building long-term relationships with key clients in the UK. You will be responsible for developing and executing strategic account plans to expand our footprint within these organisations, ensuring alignment with their procurement goals and objectives.

## Key Performance Indicators

- Value of new requirements
- Revenue realisation
- Net Promoter Score / Customer Satisfaction
- Customer retention

# Mindset, Behaviours, Skills and Knowledge

## Behaviour, Mindset and Attitude

We are looking for role holder to be able to demonstrate the following behaviour:

- Displays behaviours in line with our trademark behaviours and always strives to deliver an outstanding customer experience.
- Has drive and enthusiasm, motivated for success, and propels to meet tough targets.
- Working independently, use own initiative and deliver results under pressure and to tight timelines
- Strong sales resilience demonstrating optimism, perseverance, and confidence
- Builds rapport and forges transformational partnerships with a broad range of networks and clients
- Ability to quickly adapt to continued changes in the workplace and/or environment
- Self-starter with the ability to manage and plan own work ensuring alignment and coordination with colleagues and other teams.
- Highly organised with the ability to manage multiple priorities and deadlines effectively.
- Strategic thinker with a proactive and results-driven approach.
- Customer focussed, always striving to improve the experience of the customer
- Ability to understand customer issues and problems and develop solution proposals that solve these issues gaining advantage over competitors.
- Consultative mindset that involves others in decision making and considers alternative views and opinions.
- Open to personal development, self-aware and mindful.

## Skills, Know-how and Experience

To achieve performance excellence, the role holder must be able to demonstrate the following:

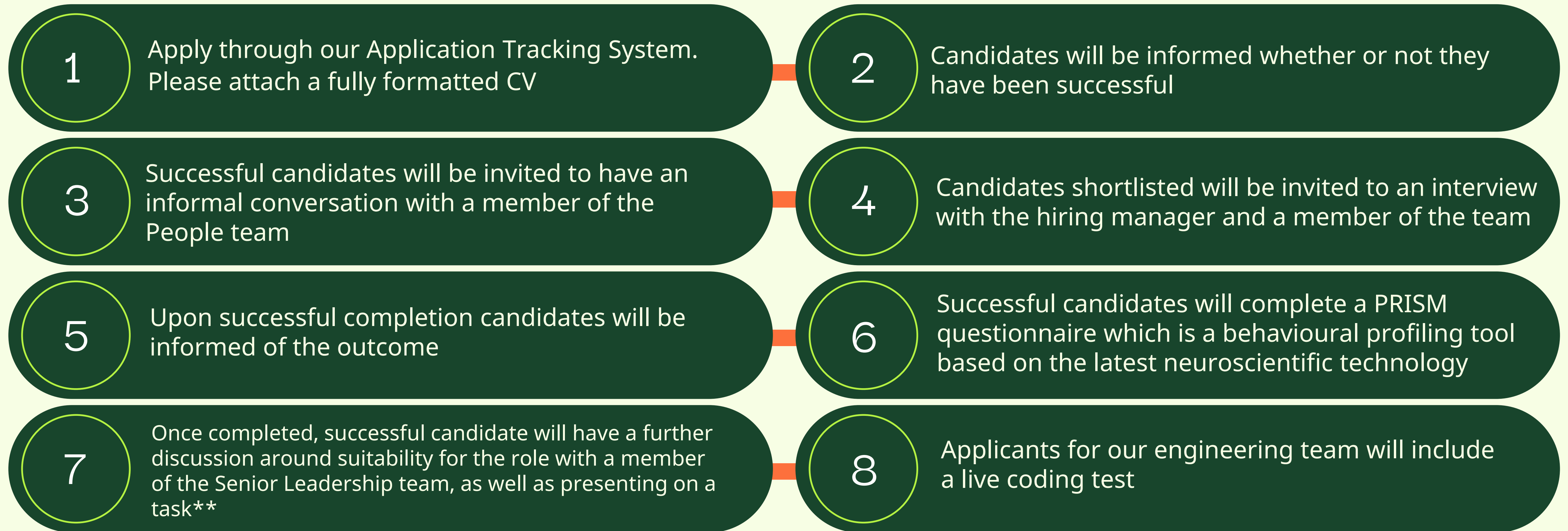
- Proven track record of success in generating new business, preferably within the public sector.
- Deep understanding of government procurement processes and regulations in the UK.
- Excellent communication and presentation skills, with the ability to articulate complex ideas clearly and persuasively.
- Strong negotiation and influencing skills, with a demonstrated ability to drive consensus and close deals.
- IT proficiency, with excellent skills in using excel to summarise and present data in the most effective way.
- Experience of maintaining customer/sales journey in CRM (HubSpot or equivalent system)
- Excellent written, analytical, numerical, and verbal skills
- Experience of driving sales growth through shows, events, and networking
- Leading and motivating high performing teams
- Coach and mentor junior team members

Desirable:

- Adapting and learning new tools and techniques, and willingness to embrace opportunities for change.
- Working with complex data with great attention to detail
- Experience of working in a high-volume transactional environment
- Experience of working with the public sector customers

## Direct Reports

# The Recruitment Process



\*\*Dependent upon role. You will be informed and will be given plenty of time to prepare for the task!

# What some of our employees say about us...



"Bloom is a company where innovation and passion run throughout each department, and I think that is the key to its success.

I would say the best thing about working at Bloom would be the people - everyone goes above and beyond to help and provide insight if needed.

Working in the Commercial Team has given me the opportunity to utilise my skill set to bring a positive change to the public sector through professional services. This supported by a flexible working environment makes Bloom an amazing place to work. "



I joined Bloom in April 2021 with one year's PQE. I had known a little bit about Bloom - what it does and how it operates with clients and suppliers - but I was yet to learn all about the ins and outs of the Bloom world.

I have been at Bloom for almost a year now and during this time I have met such wonderful people and have learnt a lot! I had no experience of procurement or contracts before joining, but with the help of my manager and the rest of Bloom, I am now in a position where I can confidently say I am good at my job.



At Bloom we are making a real societal difference.

I have had the pleasure of working with some fantastic customers and supporting impactful and critical projects across the UK; from major regeneration projects that elevate the lives of local residents, to complex healthcare projects, ensuring patients continue to receive the exceptional levels

of care from our inspiring front-line workers.

This wouldn't all be possible if it wasn't for the Bloom community, who all play an integral role within the business. Brilliant, selfless, and knowledgeable individuals who are passionate about what they do.

# Interested? Apply today!

We look forward to receiving your application.

