

## JOB OUTLINE

|                      |                                                                                                                                    |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>Job title:</b>    | <b>Account Manager</b>                                                                                                             |
| <b>Job Reference</b> | <b>HFL1586</b>                                                                                                                     |
| <b>Hours:</b>        | 37 hours per week, 52 weeks per year                                                                                               |
| <b>Salary:</b>       | FTE £35,000 - £42,000 per annum.                                                                                                   |
| <b>Reports to:</b>   | Customer Success Manager                                                                                                           |
| <b>Team:</b>         | Technology in Schools                                                                                                              |
| <b>Location:</b>     | Hybrid working - 2 days in HFL Head Office, 3 days remote or onsite at educational settings or as required to meet business needs. |

### **PURPOSE OF THE JOB**

The Account Manager plays a key role in supporting schools, academies and trusts to make informed, sustainable and impactful decisions about their technology. This role focuses on long-term partnership, helping education leaders navigate an increasingly complex digital landscape, maximise limited budgets, and implement technology solutions that directly support teaching, learning and operational excellence. The postholder will build trusted relationships, guide IT strategy, and ensure schools receive high-quality, value-driven support and services.

### **MAIN AREAS OF RESPONSIBILITY**

#### **Customer Relationship Management**

- Build trusted, long-term relationships with school and trust leaders.
- Develop a deep understanding of customer needs, challenges and strategic goals.
- Guide schools through sustainable IT strategy planning, ensuring solutions align with educational priorities.
- Manage renewals, contracts and quotations professionally, ensuring clarity and value.
- Coordinate and attend regular review meetings (virtual or onsite).

- Act as a proactive and empathetic partner, supporting schools to make wise, cost-effective decisions.
- Maintain accurate customer records in ConnectWise and produce clear, professional proposals via Quosal.
- Generate new sales leads, collaborating with technical teams to develop and present tailored IT solutions.
- Work with Service Managers to promptly address customer inquiries.
- Pursue new business opportunities with potential customers and educational partnerships.

### Collaboration with Internal Teams

- Work closely with technical specialists to design high-quality, tailored solutions.
- Act as the customer advocate within HFL, providing feedback to support service improvement.
- Ensure smooth delivery of services by clearly communicating customer needs to internal teams.
- Adapt effectively to changing business priorities and customer requirements.

### Account Profitability, Growth, and Retention

- Identify opportunities to maximise value for customers while ensuring sustainability and affordability.
- Review contracts to ensure profitability and alignment with customer needs.
- Identify upselling and cross-selling opportunities that genuinely support outcomes for children and young people.
- Proactively resolve issues to maintain customer satisfaction and long-term retention.
- Generate new business opportunities within existing and prospective customers.

The duties and responsibilities listed above describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time become necessary.

## PERSON SPECIFICATION

### Knowledge of:

- Experience (ideally within MSP, IT services or education sector).
- Understanding of IT systems and platforms, including Microsoft 365, Google Workspace for Education, RMM/MDM, networking, broadband, cloud backup, servers, cybersecurity and AV solutions.

### Experience of:

- Proven experience in account management and customer relationship development.
- Experience supporting senior stakeholders confidently and effectively.
- Experience with CRM and sales systems (e.g., ConnectWise, Quosal).

### Skills and abilities:

- Excellent communication and presentation skills.
- Customer-focused, with a consultative and empathetic approach.
- Strategic thinking and problem-solving ability.
- Adaptability, resilience and a proactive mindset.
- Strong organisational and time-management skills.
- Ability to build meaningful, long-term relationships.
- Attention to detail and commitment to continuous learning.

### FIXED KEYS TARGETS:

- Yearly Revenue Target: £480,000
- Yearly Gross Margin Target: £175,000

## APPLICATION PROCESS

For an informal discussion regarding the role, please contact Andy Lees who would be happy to chat to you on 01438 567890 or email [andy.lees@hfleducation.org](mailto:andy.lees@hfleducation.org)

**To apply**, email [hfl.recruitment@hfleducation.org](mailto:hfl.recruitment@hfleducation.org) with a detailed CV along with a separate cover letter on Word Format to include responses to the following questions.

Alternatively, apply via our website: [Join our team | HFL Education](#)

1. What interests you most about this Account Manager role at HFL, and why do you want to work with schools and trusts?
2. What do you see as the top three IT challenges schools and MATs are facing right now, and how would you influence and support in your role as an Account Manager?
3. How would you prioritise if a school had lots of needs but very little money?
4. Tell us about a time you helped a customer or stakeholder develop a longer-term IT strategy or plan. What actions did you take? what was the outcome and learnings?

As part of our move towards eradicating unconscious bias within the recruitment process, we will be anonymising your forms.

For recruitment queries, our Central Recruitment Team can also be contacted on the [hfl.recruitment](mailto:hfl.recruitment) email address above. We would love to hear from you.

**Closing Date:** This advert may be withdrawn if we have filled the post.

**This job advert may close as soon as sufficient applications have been received. To make sure you don't miss out on this great opportunity, please submit your application as soon as you can.**

**Telephone Interview date:** To be confirmed via Microsoft Teams

**Interview Date:** To be confirmed – in Person at Stevenage Head Office.

### **EQUAL OPPORTUNITIES**

HFL is committed to being an equal opportunities employer. We insist on the equal treatment of all current and prospective colleagues and will never condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

HFL is also equally committed to becoming an anti-racist organisation and we encourage you to view our [Anti-racist position statement](#) which gives clarity on our anti-racist stance. In our relentless efforts to be an anti-racist organisation, we

recognise the negative impacts of under representation and lack of diversity in our organisation, our education system and in all aspects of our society. Therefore, for recruitment into any HfL post, where we have 2 or more candidates of equal merit, candidates with protected characteristics will be given advantage over candidates without such characteristics. This is sometimes referred to as a 'tie-breaker' and is referred to as 'positive action' in the Equality Act 2010.

To help us meet our high standards and aspirations of a fully diverse and inclusive workplace, we strongly encourage suitably qualified applicants from all backgrounds to apply and to join us.

Please note that if you are invited to interview, we will expect you to be prepared to discuss unconscious bias with us; we find these conversations more than any others give us all a good idea of what working together will be like.

### **DISCLOSURE AND BARRING SERVICE**

This post may be subject to full pre-employment checks and is exempt from the Rehabilitation of Offenders Act 1974. Please note that additional information referring to the Disclosure and Barring Service is in the guidance notes to the application form. If you are invited to an interview, you will receive more information.

### **HEALTH AND SAFETY**

It will be the duty of every employee while at work to take reasonable care for the Health and safety of themselves and of other persons who may be affected by their acts or omissions at work.

### **INTELLECTUAL PROPERTY RIGHTS**

It is a contractual requirement of all employees of HfL to protect the intellectual, property rights of the company and to adhere to our company policy with regard to IP.