**Defence Relationship Management**

**Job Description**

**National Account Manager**

Background

1. Defence Relationship Management (DRM) was formed in 2014 to deliver professional Employer Engagement  and Employer Support on behalf of Defence, including relationship (account) management of the Armed Forces Covenant (AFC) signatories and Employer Recognition Scheme (ERS) award holders.
2. DRM partners with organisations throughout the UK to support civilian employment for the Armed Forces community incorporating Reservists, Veterans & Service Leavers, Cadet Force Adult Volunteers & the Cadet Movement, and military partners & spouses. It advises organisations on how to improve fairness for the Armed Forces community in the consumer market and encourages Forces-friendly HR policies. DRM supports employers to recruit and retain members of the Armed Forces Community so that businesses can access the transferable skills that serving Reservists,  ex-forces personnel and their partners & spouses bring to the civilian workplace. All of this activity is continuing as a key focus of the Reserves Forces 2030 Review.

Job Description

1. **Appointment details**.
   1. **Job title**: National Account Manager
   2. **Job grade**: Higher Executive officer (HEO) / C2 – Crown Servant
   3. **Reports to**: Senior National Account Manager (SNAM)
   4. **Location**: Holderness House, London, EC2A 4EY / Hybrid Working
2. **General Description of the Role**

The National Account Manager is responsible for their own managed portfolio of employer engagement accounts in addition to seeking out new employer relationships where required, and is seen as the subject matter expert for their given industrial sector. In addition, provide support to Assistant Director Relationship Management (ADRM) and Senior National Account Manager (SNAM) to ensure actions are complete.

1. **Key Success Measures**
   1. Achievement of target KPIs (in line with Defence Priorities)
   2. Delivery of effective employer engagement with National Account employers within a given industry sector of approximately 60-80 national employer accounts.
   3. Successful delivery of AFC and ERS across national accounts within a given sector.
2. **Principal Areas of Accountability, Tasks and Duties**
   1. **Driving results**
3. Proactively driving forward national account employer engagement within a given industry sector.
4. Contribute to the wider vision/mission of DRM.
5. Champion DRM/CRFCA Policies and practices.
6. Actively manage major, national employer relationships to support Defence objectives and the successful implementation of the Armed Forces Covenant, meeting the needs of internal and external stakeholders.
7. Align an account journey with the aims and objectives of the Employer Recognition Scheme (ERS) and Defence Menu of Benefits.
8. Develop, execute and continually review employer engagement plans, including defined targets, ensuring they remain linked to DRM and wider defence objectives.
   1. **Details and responsibilities**
9. Be a subject matter expert on defined sectors, and maintain a thorough understanding of the employers’ end use markets and operating environments including their important customers, activity and main competitors.
10. Maintain a thorough understanding of the employers’ people and HR strategies, personnel challenges and opportunities, and CSR objectives and programmes. Appropriately tailor the Defence-employer proposition to maximise its attractiveness and benefits to employers.
11. Maintain a thorough understanding of the Defence priorities to support effective employer engagement and identify and manage risks around potential areas of duplicate engagement. Establish and build strong working relationships with business leaders, internal stakeholders and DRM team members to ensure the successful delivery of services and maximise support of Defence.
12. Ensure optimal client feedback and report to other departments with regard to service levels and continue to strive for best practice by engaging with R&I on employer-led research activity.
13. Identify clients’ requirement gaps and liaise internally to define appropriate solutions and follow Investigate, track and resolve stakeholder and employer concerns; identify trends and implement solutions.
14. Keep strong communication lines open with National Account Managers and Assistant Directors to provide timely and accurate account reporting.
15. Act as employer champions, to test and constructively contribute to the design and delivery of employer campaigns, internal data-sharing / collaboration initiatives and employer surveys.
16. Work in conjunction with DRM Comms team to develop and deliver multi-channel communications aligned to campaigns for assigned employer accounts.
17. Implement account strategy utilising DRM’s management information system, Salesforce.
18. Share relevant employer intelligence gained through engagement activities with colleagues and work with the Research & Intelligence (R&I) team to develop and intelligence-led approach to National Account Management.
19. Promote DRM organisation values by leading by example and acting as a public face of Defence on all matters related to personnel.
20. Assist with organisation and hosting of VIP employer engagement events.
21. **Experience**
    1. **Essential**
22. Understanding of both military and other organisational cultures (e.g. corporate, public sector, not for profit).
23. Confident and astute communications skills with a high level of emotional intelligence and the ability to engage with individuals at a senior, up to (and including) CXO level.
24. Computer literate (possessing a good working knowledge of MS-Office applications) with demonstrable experience using management information / CRM systems (preferably Salesforce).
25. Understanding of employer engagement techniques and approaches to successfully engaging them on matters such as Corporate Social Responsibility (CSR) and social value.
26. A self-starter with a high degree of flexibility and adaptability. Good at working within a team.
    1. **Desirable**
27. Educated to degree level or equivalent with at least 5 years of experience in account or relationship management.
28. Previous experience working within a Defence environment or military organisation.
29. Experience of overseeing and hosting corporate hospitality events for VIPs.
30. Experience of delivering sales presentations.
31. Keen to advance their skills and personnel development.
32. Ability to prioritise tasks and time manage effectively with recognition of where influence and authority lies and its impact on account activity.
33. An inquiring mind with an organised approach to engagement and information management and good attention to detail.
34. **Experience Behaviours (**[**Success Profiles - Civil Service Behaviours**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/717275/CS_Behaviours_2018.pdf)**).**
    1. **Essential**
35. Seeing the bigger picture: Understand the strategic drivers for your area of work and align activities to wider organisational priorities
36. Changing and improving: - Work with others to identify areas for improvement and simplify processes to use fewer resources
37. Making effective decisions: Present strong recommendations outlining other options, costs, benefits and risks
38. Leadership: Ensure everyone has a clear understanding of objectives, activities and time-frames and consider the impact of your own and teams activities on stakeholders and end-users
39. Communication: Ensure important messages are communicated with colleagues and stakeholders
40. Working together: Encourage joined up team work within own team and across other groups and establish professional relationships with range of stakeholders
41. Developing self and others: Take time to coach, mentor and develop other colleagues to support succession planning
42. Managing a quality service: Develop, implement, maintain and review systems and services to ensure delivery of professional excellence, identify risks and resolve issues efficiently, identify ways to find and respond to feedback and involve a diverse range of colleagues, stakeholders and delivery partners in developing suggestions for improvements
43. Delivering at pace: Show a positive approach in keeping the whole team's efforts focused on the top priorities and ensure the most appropriate resources are available
44. **Additional Requirements**
    1. Promote DRM organisation values by leading by example and acting as a public face of Defence on all matters related to personnel.
    2. Whilst the role is London-based, a high degree of travel across the UK is expected.
    3. The successful individual will need to comply at all times with DRM/MoD health and safety policies and procedures, and data protection/freedom of information requirements.