

JOB OUTLINE

Job title: **Account Manager**

Job Reference **HFL1586**

Hours: 37 hours per week, 52 weeks per year

Salary: £33,000 pa

Reports to: Customer Success Manager

Team: Technology in Schools

Location: Hybrid working – 1 to 2 days in HFL Head Office, with remainder of working 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 with 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