

Company: ATHE Ltd (Awards for Training & Higher Education)

Job Title: Customer Accounts Manager

Job Type: Permanent Full-time

Reports to: Head of Business Engagement

Place of Work: Norwich head office / Hybrid working

Role Purpose

The purpose of this role is to ensure that every ATHE recognised centre reaches its full potential through structured account management, proactive engagement, and a brilliant customer experience from onboarding through the entire lifecycle from recognition to renewal.

This role will:

- Strengthen the engagement and performance of recognised centres by implementing planned outreach throughout the customer lifecycle, including annual engagement touchpoints and renewal re-engagement.
- Champion ATHE's value proposition, uncovering new opportunities for increased learner registrations, cross-selling across the portfolio, and promoting ATHE qualifications, endorsements, university partners and subscription models.
- Ensure customer service operations enhance responsiveness and customer satisfaction, including effective triage and management of the customer support inbox.
- Improve visibility of customer performance, insight, sentiment and growth potential via CRM utilisation and continuous feedback loops.
- Coordinate with Finance colleagues to ensure centres remain up to date with their accounts, enabling smooth service and sustained growth.

The post-holder will be:

- Experienced in customer account management and relationship-driven sales, preferably within an education or service sector environment.
- A confident communicator, commercially-aware and naturally proactive in identifying growth opportunities.
- Highly organised, collaborative and analytical with an eye for data-driven decision-making and service improvements.

Principal Accountabilities

Account Management and Customer Lifecycle Engagement

- Work alongside the Head of Business Engagement to develop and maintain an in-depth understanding of ATHE's current qualifications portfolio and services, existing customer database, the customer lifecycle and centres' current level of engagement with ATHE.

- Deliver structured annual engagement touchpoints including onboarding with new and existing partner centres.
- Develop account plans to identify growth opportunities including increased product take-up, partnership development and subscription model migration.
- Increase effective engagement with existing centres, marketing existing qualifications to maximise take-up and promoting new qualifications.
- Act as a point of liaison between Customer Service colleagues and Head of Business Engagement.

Customer Experience and Support

- Serve as primary coordinator for centre enquiries via the customer support inbox, ensuring timely routing, prioritisation, and resolution.
- Support customer self-service by maintaining guidance resources and portal support tools.
- Plan, deliver, and report on the ATHE Customer Satisfaction Survey, highlighting opportunities for improvement.
- Resolve learner and centre issues according to policy, maintaining professional and positive relationships.

Business and Partner Engagement

- Support the Head of Business Engagement in coordinating centre visits and partner engagement, including partner universities.
- Act as a trusted point of contact for centres, helping them understand ATHE's portfolio and progression opportunities.
- Collect feedback and market intelligence from centres and partners, providing actionable insights to senior colleagues.
- Contribute to growth-focused initiatives and campaigns, supporting wider team activities to increase uptake of ATHE products and services.

Data, Reporting and Insight

- Maintain accurate CRM records for contacts, transactions, outcomes, and opportunities.
- Work with the Operations Executive to track account performance, including registrations, subscription adoption, centre growth, and customer sentiment.
- Identify early signs of disengagement and proactively support re-engagement.
- Coordinate with Finance to support timely account management, ensuring a professional approach to payment follow-up.

Internal Collaboration and Continuous Improvement

- Work closely with Business Engagement, Operations, Quality & Assessment, Qualifications Development, and Strategic Partnerships & Projects to deliver a seamless customer experience.
- Contribute feedback from centres to guide service enhancements.

- Support the Business Engagement function in transitioning new centres from onboarding to active delivery.
- Help shape evolving systems improvements and automations that enhance customer experience and operational efficiency.

Key Relationships

- Head of Business Engagement – line manager and primary guidance on all customer engagement and account activities.
- International BDAs – liaison and support under the direction of Head of Business Engagement.
- Head of Strategic Partnerships & Projects – support and engagement for Guaranteed Progression Partner universities and other strategic partners.
- Operations colleagues – ensure effective coordination between customer engagement and operational support.
- Qualifications Development and Quality & Assessment colleagues – align account management plans with operational and product activities.

Person Specification

Education and Training	Essential	Desirable
Educated to degree level or equivalent experience	✓	
Evidence of relevant continuing professional development	✓	
Qualifications in an Education, Business or Management discipline an advantage		✓
Relevant Experience		
Experienced of working in a customer account management role.	✓	
Experience of working in a role in the UK education sector, or service sector.		✓
Understanding of awarding organisations, their role and the market they operate in		✓
Customer-facing experience with demonstrable impact and influence at a management level	✓	
Skills / Qualities		
Proactive and results-focused - able to manage accounts and customer engagement independently	✓	
Strong relationship-building skills - able to engage centres, partners, and colleagues effectively	✓	
Collaborative team player – works well with office and field colleagues to deliver shared goals.	✓	
Clear communicator – able to influence, advise, and guide centres professionally.	✓	
Commercially aware – understands how account activities contribute to growth and performance.	✓	
Analytical – able to interpret CRM data, customer feedback, and account insights to inform action.	✓	
IT literate – sound familiarity with MS Office suite and able to input effectively into web design and social media plans	✓	
Organised and detail-oriented - able to plan, prioritise, and deliver structured account management.	✓	
Adaptable – comfortable in a fast-paced, changing environment while maintaining service quality.	✓	
Full clean driving licence – for occasional travel to centres and partner meetings.		✓