



Job Description: Strategic Partnerships Manager

Reports to: Head of Partnerships

Location: West London – currently operating an agile working policy with one core day (Weds) in the office, moving to two days in the office in 2024. Other days can be worked from home or in the office. Some national travel will be required.

Contract: Permanent

Pattern: Full Time (standard hours 9am – 5.30pm)

Salary: £35,000 to £40,000 (depending on experience)

About the role:

The focus of the Strategic Partnerships Manager role is to drive new school partnership subscriptions and to provide account management to key Academy Trust partners. Working within the Partnerships Team, you will be responsible for ensuring a positive overall experience for schools throughout the recruitment and onboarding stages of the programmes. The Strategic Partnerships Manager will create and manage a sales pipeline and develop relationships with partner schools and Multi-Academy Trusts to increase the reach of the mastery programmes.

You will be responsible for growing and maintaining relationships across an area of England and will be responsible for recruiting schools and Multi Academy Trusts to our programmes from their specific areas as well as retaining our current partner schools.

You will be joining an ambitious team, offering opportunities to develop and learn, and to shape the ways we expand our reach and impact to even more schools in a phase of sustained growth for the organisation.

Key Responsibilities:

Sales growth

Supporting the partnerships team, you will manage the implementation of the school recruitment strategy. You will be responsible for:

- Creating area strategies using quantitative and qualitative research
- Monitoring and reporting on pipeline progress via our Customer Relationship Management platform (Salesforce)
- Actively prospecting new, high value sales opportunities and dealing with inbound leads and sales queries from schools
- Working closely with the marketing team to develop tactical campaigns to grow the number of partnerships with new and existing customers
- Hosting termly product information webinars and using these opportunities to win new partnerships
- Representing the organisation at national events and conferences to build brand awareness and generate new sales
- Arranging meetings, delivering sales presentations, and programme demonstrations, both virtually and face-to-face with prospective customers
- Use a consultative sales approach to connect with prospective customers and match our products and services to their needs
- Developing a sound understanding of the wider education sector in the context of curriculum leadership and using this knowledge to enhance sales consultation
- Liaising closely with the school support and delivery teams to ensure smooth handover and customer experience once a new customer has joined the programme(s)



Partner retention

Supporting the programme teams, you will provide exceptional account management to some of our strategic and key accounts. You will be responsible for:

- Owning the account management of nominated key partners and school groups
- Be responsible for growing and maintaining relationships across an area of England, and will be responsible for recruiting schools and Multi Academy Trusts to our programmes from their specific areas as well as retaining our current partner schools
- Monitoring programme engagement and usage to provide value for money analysis for key account partners to drive up engagement and renewal
- Gathering relevant and useful feedback from partners to build our impact and case study portfolio and growth the value of our strategic partnerships
- Be inquisitive, working closely with customers to ensure they are satisfied with the services they receive and to improve our support when appropriate
- Use market insight to continuously improve the experience of partner schools joining for the first time, throughout their onboarding, and renewal processes

Cross functional working

- Lead and contribute to cross team projects that focus on the school experience of joining and renewing our programme
- Work closely with the digital team to ensure that the IT systems and platforms support the school processes effectively
- Work closely with the marketing team on the tactical marketing and school communications plan and ongoing sales collateral requirements



Person Specification: Strategic Partnerships Manager

Qualifications

- Qualified to degree level or equivalent (preferred)

Knowledge & Skills

- Experience of selling to schools and Multi-Academy Trust leaders (desirable)
- Experience teaching in UK school(s) (desirable)
- Experience of devising and implementing customer-focused solutions
- Adept at maintaining and developing prospect databases and sales pipelines, reporting on critical success factors
- Understanding of project management disciplines and governance
- Ability to use and analyse data to drive performance
- Excellent written and verbal communication skills
- Experience of using CRM software (desirable)
- Good IT skills, with specific skill in using Microsoft office applications and other cloud-based systems (e.g.: Google Drives, Zoom, Calendly, Teams, Office365, etc)

Personal Qualities

- Excellent influencing and negotiating skills
- Demonstrates resilience, creativity, motivation, and commitment
- Thrives in problem-solving, spotting challenges before they arise and proactively finding solutions
- Results-driven with ability to cope with competing demands and changing priorities
- Motivated to continually improve standards and achieve excellence
- Collaborative working style and strong team player
- Ability to develop senior level relationships
- Can apply effective operational understanding and implementation to strategic thought
- Keenness to learn and seek expertise from across the board
- Personal values are aligned with those of Ark Curriculum Plus

Other

- Right to work in the UK
- Commitment to equality of opportunity and the safeguarding and welfare of all students
- Willingness to undertake training
- This post is subject to an enhanced DBS check

Ark is committed to safeguarding and promoting the welfare of children and young people in its academies. In order to meet this responsibility, its academies follow a rigorous selection process to discourage and screen out unsuitable applicants.

Ark requires all employees to undertake an enhanced DBS check. You are required, before appointment, to disclose any unspent conviction, cautions, reprimands or warnings under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975. Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar you from employment - this will depend upon the nature of the offence(s) and when they occurred. To read more about Ark's safer recruitment process, please click this [link](#).

We aim to build a diverse and inclusive organisation where everyone – staff and students – can do their best work and achieve their full potential. We want to reflect and represent diverse perspectives across our organisation because we know that doing so will make us stronger and more effective. To know more about Ark's diversity and inclusion commitments, please click on this [link](#).