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| **ROLE Title:** | **B2B SMR Account Director** | | **DAte:** | **JANUARY 2025** |
| **ROLE Code:** | **D** | | **Business Unit:** | **B2B SMR** |
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| **Role** | | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose**:  Take the relationship lead on new business opportunities, wins and implementations across all B2B SMR accounts involving colleagues from across the business where required.  Be seen as the B2B SMR relationship expert within RAC, to promote new business opportunities and expand existing partnerships with additional products and revenue.  Support Management teams with introduction of any new products, services, vehicles, systems, tools and equipment amending systems, training guides, policies and procedures where required and engaging with internal teams such as Fleet and Health & Safety.  Be our systems expert implementing any required changes following business wins, growth of colleagues and also to improve performance, efficiency and service delivery.  **Role Dimension:**  **Financial**  Supporting SLT & Management Teams in delivery of all service & revenue KPI’s  **Non financial:**  Accountable for being the B2B SMR main contact to the customer base. Responsible for pursuing new business and retaining / growing existing partnerships.  **Reports to:**  Director – B2B SMR  **Relationships:**  **Internal**   * B2B SMR SLT * Contact Centre * Finance * Technical/Fleet/Supply Chain Teams * Training Team * H&S team * Business Roadside * Roadside * IT * Unite the Union   **External**   * Customers * Suppliers | | **Outcomes - The role needs to deliver:**   * Deliver profitable growth within B2B SMR by establishing productive and effective professional relationships with key personnel in Business Roadside team to support new business opportunities, retention, renewals and implementations * Alongside the B2B SMR Director be seen as the B2B SMR expert for Operations and wider RAC business functions, providing support and collateral where required * Ensure all new business wins are successfully implemented in a timely manner, including the creation of any relevant processes, procedures, training docs and system changes. Effective ownership of the process from start to finish * Support management with any developments required to deliver engagement, service and revenue KPI’s * Take ownership for any system implementations, enhancements, changes required in order for operations to run efficiently and effectively * Engage with finance and billings and collections teams on any new business opportunities, retention or renewals including pricing * Report and effectively communicate progress on any new opportunities and renewal activities | **Skills/Knowledge /Experience**   * Capable of supporting and deputising for Director B2B SMR as and when required internally and with external stakeholders * In-depth knowledge of B2B SMR market * Dynamic, flexible and adaptable to change * Ability to identify business opportunity and follow through to implementation * Displays high level of emotional intelligence to work with board level external stakeholders * Demonstrates professionalism and credibility at all times * Desire to work with customers and put them first * Ability to build relationships internally and external * Good level of commercial awareness * Experience of implementing, developing, making change to systems to improve efficiency/operational performance * PC Literate inc Excel & Word * Good organisational skills and high level of integrity * This role will involve some UK travel, requiring current driving licence   **Qualifications/FSA:**  Good knowledge of FSA and compliance procedures | **Capabilities/Strengths:**  Core competencies:   * Building Relationships – Level 4 * Customer Focus – Level 4 * Achievement Drive – Level 4 * Judgment & Decision Making – Level 4 * Commercial Awareness – Level 4 * Influencing Skills – Level 4 * Specialist Knowledge – Level 4     Need to exhibit behaviours consistent with RAC core values:   * Handle it together * Exceptional Service * Raise the bar * Own it |