



## Relationship Manager - Midlands

**Job purpose:** To develop and manage the relationship with a group of high-profile accounts and segments of the membership, to ensure that the Law Society delivers high quality and broad engagement with these firms and individuals, in order to deliver value for them and maximise both brand strength and revenue for the Law Society

### Key Accountabilities

- Develop an annual engagement plan for all firms, practices, communities and stakeholder groups managed and deliver the actions identified to ensure that maximum value is delivered from the account in line with the broader Organisation strategy for segmented engagement.
- Define and implement the Law Society's customer engagement standards within target accounts/segment to ensure that a consistent and high quality customer experience is delivered.
- Identify and maintain relationships with all key stakeholders to ensure that broad engagement is achieved which maximises brand exposure.
- Take a lead role in coordinating market intelligence across England and Wales and feed this into the organisation to support enhanced business activities and to aid decision making.
- Develop, expand and promote opportunities for the Law Society to deliver its products and services to ensure that the profile of the organisation among its members and communities is enhanced and revenue generating opportunities maximised.
- Monitor emerging customer requirements and developments affecting the profession and feed these in to colleagues in new product development and policy to ensure that the Law Society continually develops products, services and policy advice which is valued by its members.
- Take a lead role partnering with colleagues across the organisation championing accounts managed to ensure that a high value and consistent customer experience is delivered aligned with their specific needs.
- Ensure accurate and relevant CRM data is collated and stored consistently to support the Society in improving engagement.
- Support colleagues across RM team by providing mentoring, sharing best practice and ensuring consistency of delivery.
- Flexibility to adapt to changing business requirements as necessary.

### Knowledge, Skills & Experience

- Degree level education or similar with extensive experience in business to business customer relationship management with a variety of stakeholders.
- Experience of developing and executing successful account plans.
- Ability to spot common connections, threads and interests between different communities and identify ideas to promote effective relationship building.
- Strong commercial awareness to develop business opportunities for the profession.
- Excellent communication and interpersonal skills to deal confidently and diplomatically with stakeholders.
- Experience of delivering events and presentations to key stakeholders.
- Achievement driven to secure maximum value and engagement from accounts.
- Detailed knowledge of the Law Society's services, products and legal context.
- Strong planning and organising skills and ability to prioritise.
- Experience of delivering income generating activity.
- Flexibility to travel extensively across England and Wales and work anti-social hours, attend training and



events at short notice.

- Ability to develop and maintain high level relationships internally and externally e.g.: externally – senior and managing partners; the judiciary; MPs, Peers, the Bar; internally – Chief Executive and Office Holders.

## Planning & Organising

- Develop and implement annual account plans.
- Works within relationship strategy and standards developed by Head of RM but needs to work autonomously for much of the time and geographically distant.
- Organise diverse activity/relationships within accounts managed to deliver enhanced member satisfaction.
- Coordinate activity with colleagues across the Law Society to ensure that a seamless experience is delivered.

## Dimensions

- Area of approx 12,000 members.
- Account management of approx 40+ Top 200 firms and branches.
- Region of approx 1250+ firms.
- Line management responsibility of Development Executive (where applicable).

### Additional Dimensions

- 50 – 60 products and services.

## Organisation chart

