

Position Description

Corporate Account Executive

Position Title: Corporate Account Executive – Education Sales

Department: Corporate Accounts

Reports to: Manager Corporate Accounts

Australian Human Resources Institute

The Australian HR Institute (AHRI) is the national association representing human resource and people management professionals. We have over 20,000 members from Australia and across the globe.

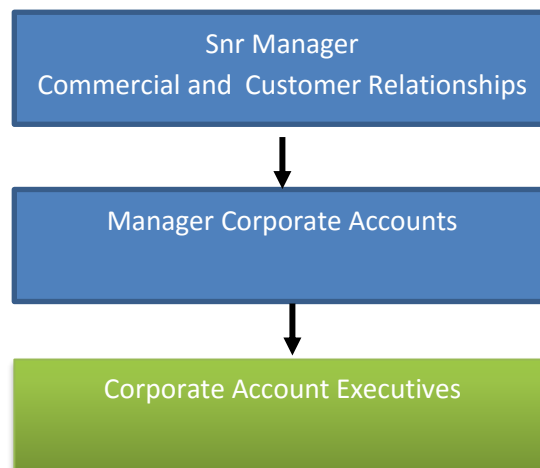
The team at AHRI:

- Set the professional standard for HR in Australia through HR certification
- Provide education and training services in HR, people management and business skills
- Produce world-class conferences, including our biggest annual event, the AHRI National Convention & Exhibition
- Hold seminars and networking opportunities all over Australia
- Commend excellence in HR practice across Australia through the highly regarded AHRI Awards.

AHRI is owned by its members and is governed by a Board of Directors with a Council of State Presidents.

Find out more: <https://www.ahri.com.au/about-us>

Department Overview



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Primary purpose for this position

This role is responsible for generating sales revenue for AHRI’s suite of corporate opportunities, core products and services including but not limited to CPD (certification, formal education, corporate training, eLearning, webinars, events, org membership). The role requires establishing a clear understanding of organisational customer needs and creating tailored solutions via AHRI’s suite of offerings to satisfy those needs. The role is required to service customers by representing AHRI in a highly professional manner and to clearly articulate the Institute’s vision, goals and mission as well as the individual value propositions for each offering to customers, prospects and other stakeholders.

Key Responsibilities and Duties

Key Results Area:	Key responsibility and Duties:	Key performance indicators:
<p>One AHRI:</p> <ul style="list-style-type: none"> ▪ Deliver a consistently high level of service to meet the expectations of our members & stakeholders ▪ Continuously build knowledge of AHRI products and services ▪ Continuously build understanding of member cohorts ▪ Build and maintain effective relationships with all relevant stakeholders including but not limited to team members, other AHRI employees and our membership/customer base ▪ Knowledge sharing through CRM, ie regular updating of iMIS ▪ Provide Reception relief during the department allocated times 		<ul style="list-style-type: none"> • NPS • Attendance at AHRI CPD • Cross team collaboration

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Key Results Area:	Key Responsibilities and Duties:	Key Performance Indicators:
<ul style="list-style-type: none"> • Customer acquisition plans • Develop strategies to maximise organisational account acquisition and corporate relationships with AHRI that support revenue growth • Sales across AHRI's suite of products and services 	<ul style="list-style-type: none"> • Sales prospecting, including cold calling for new business and to build AHRI's customer database • Account manage both new and existing clients, including phone calls, face to face appointments and effective client database management. • Create, deliver and present proposals, prospectuses and organisation packages on time as required • Upsell and cross-sell AHRI's products and services through the use of appropriate bundling strategies • Work collaboratively with the Corporate Accounts and Fulfillment teams and other departments to ensure clients receive seamless service 	<ul style="list-style-type: none"> ▪ Revenue target achievement ▪ # successful tender/RFQ submissions ▪ # Certified Members ▪ Customer Retention ▪ NPS ▪ Debtor Management
<ul style="list-style-type: none"> • Account acquisition and management of new and existing organisational customers 	<ul style="list-style-type: none"> • Work closely with the marketing team to develop lead generation strategies across the services and integrate personal sales efforts with other organised marketing activities, e.g. product launches, promotions, advertising, exhibitions and telemarketing. • Preparation of client contracts and proposals to acquire new and repeat business • Engaging prospect corporate members for new account acquisition 	

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<ul style="list-style-type: none"> Client relationship management across a diverse range of industry sectors for acquiring new and repeat business 		
<p>Specialist responsibilities</p>	<ul style="list-style-type: none"> Respond to tenders and Requests for Quotations (RFQs) Drive and sell certification and formal education programs (including certification pathways and recognised prior learning) Organisational account acquisition of new and existing Corporate Members 	

Essential skills, qualifications and experience
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- Well-developed communication, account and relationship management skills with internal and external stakeholders at all levels.
- Sound understanding of the HR profession and the HR marketplace
- Previous experience selling services to the HR community would be well regarded
- Extensive B2B, target driven sales experience including cold calling and prospecting for new business, both remotely and face to face.
- Consultative sales style and ability to build strong client relationships
- Ability to build, create and continually improve the value propositions that are relevant to AHRI's corporate clients, within the means and scope of AHRI's capabilities and can achieve and exceed set budgets/targets
- Highly motivated with a positive and optimistic attitude and strong work ethic
- Demonstrated ability to work independently with limited supervision
- Education sales experience highly regarded

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Workplace Health and Safety Responsibilities

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

- Participate in the development of a safe and healthy workplace.
- Comply with instructions given for their own safety and health and that of others, in adhering to safe work procedures.
- Co-operate with management in its fulfilment of its legislative obligations. Take reasonable care to ensure their own safety and health and that of others, and to abide by their duty of care provided for in the legislation.
- To report any injury, hazard or illness immediately, where practical to their supervisor.
- Not place others at risk by any act or omission.
- Not wilfully or recklessly interfere with safety equipment.

Further information can be found in AHRI's WHS policy.

Incumbent:

I acknowledge that I have read, understand and accept this job description.

Signed _____

Date _____

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