

# Customer Key Account Manager

## Job Description

**Reports to:** Head of Customer Success

## Company Core Values

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Widgit's core values are integrity, kindness and quality. Our values underpin everything we do. We expect you to consider these values in all aspects of your work.

We also believe in using business as a force for good. Widgit is purpose-driven and aims to create benefit for all stakeholders (not just shareholders), both now and in the future. We expect you to act with the understanding that we must be the change we seek in the world; our business ought to be conducted as if people and place matter; and through our products, practices and profits, Widgit will aspire to benefit all. We are each dependent upon another and therefore responsible for each other and future generations.

All members of staff should maintain a positive and considerate attitude in all aspects of their work and in interactions with others.

## Job Purpose

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As Widgit continues to expand, our unwavering commitment to delivering an unparalleled customer experience remains at the forefront.

With our dedication to excellence, we're steadfast in ensuring that each interaction with our customers exceeds expectations, and at all times is 'Widgity'.

We're looking for an experienced Customer Key Account Manager to join us in our mission to provide the very best support and service to our valued customers.

As a Key Account Manager, you'll be instrumental in guaranteeing our key customers' satisfaction and success with our products. Serving as their main point of contact, you'll guide Widgit's top accounts through every stage of their journey—from initial onboarding and implementation to continuous support and account management. By fostering strong relationships and understanding our customers' needs, you'll actively enhance satisfaction levels and identify opportunities for retention.

In addition to managing existing key accounts, you will proactively seek new business opportunities by engaging Multi Academy Trusts where Widgit is already used by individual schools but does not yet have a centralised contract. You'll also be responsible for prospecting and engaging with Multi Academy Trusts, Local Authorities, and other high-potential organisations that are not yet customers, with the goal of converting them into new, long-term partners.

Not only will you excel in delivering exceptional support to our customers, but you'll also take on a leadership role in sharing best practices within the team.

Drawing from your experience and expertise, you'll proactively identify successful strategies and approaches, and actively promote their adoption across the team.

Through mentorship, training sessions, and regular knowledge-sharing sessions, you'll empower your colleagues to develop their skills and refine their approach, ultimately enabling them to achieve and maintain the highest standards of support excellence.

## Key responsibilities

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- Serve as the primary point of contact for assigned key accounts, including Multi Academy Trusts, Local Authorities, high revenue accounts, and international school groups.
- Cultivate and nurture enduring relationships with our key customers, acting as their primary point of contact and effectively addressing any concerns by coordinating with internal teams, thereby ensuring consistently high levels of customer satisfaction.
- Develop a deep understanding of each account's unique needs, usage patterns, and strategic goals to drive renewals, retention, and expansion opportunities.
- Lead regular check-ins and strategic reviews to assess account health, present product updates, and propose new solutions that add value.
- Proactively engage with prospective and existing customers to comprehend their needs, solicit feedback, and identify opportunities for product upselling.
- Identify opportunities for cross-selling and upselling within existing accounts, with a focus on increasing product utilisation and supporting the adoption of new features or offerings.
- Manage contract renewals, ensuring timely and smooth negotiations that meet both customer and business requirements.
- Work to establish centralised contracts where Widgit is already in use at multiple schools within a Multi Academy Trust but lacks an overarching agreement.
- Develop outreach strategies and campaigns aimed at introducing Widgit to new contacts and decision-makers within targeted organisations.
- Provide mentorship and guidance to team members, sharing best practices and fostering professional development to enhance overall team performance and effectiveness.
- Collaborate with Marketing and Education teams to strategise, plan, and participate in events and promotional activities aimed at maximising brand visibility and customer engagement.
- Maintain accurate customer records within the CRM system, meticulously documenting all interactions to facilitate smooth communication and streamline processes.
- Utilise CRM reporting tools to analyse trends and generate actionable insights for continuous improvement initiatives.
- Collate and present customer feedback, feature requests, and enhancement ideas to the product team, contributing to the continuous improvement of our offerings.

## Person Specification

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### Characteristics

- Proactive with a passion for delivering exceptional customer service.
- Self-motivated and self-managing enough to remain engaged and productive whilst working remotely.
- Patient and supportive manner.

- Positive attitude.
- Team player.
- Results orientated

### Essential Skills and Knowledge

- Proven experience in customer success / key account management role or similar.
- Strong organisational skills to manage multiple accounts and prioritise effectively.
- Edtech experience with Multi Academy Trust experience desirable.
- Comfortable with proactive outbound conversations.
- Strong interpersonal and communication skills, adept at building rapport with customers.
- Proficient in using CRM tools to manage interactions and track customer data.
- Experience in the SaaS / software / educational tech space.
- Excellent problem solving / analytical skills.
- Proficient in documenting customer issues and resolutions accurately.
- Attention to detail to ensure thoroughness in all tasks.
- Ability to prioritise workload, self-manage and track time effectively.
- Strong documentation skills.
- Willing to travel and attend events as needed.