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| <b>Job Title</b>           | Client Relationship Manager       |
| <b>Reports To</b>          | Senior Client Relationship Manger |
| <b>Department/Division</b> | Operations                        |

## About the Role

### Role Summary:

The Client Relationship Manager is responsible for establishing, developing and maintaining agent and group booking relationships for our Student Division – Chapter. You will be managing existing agreements with agents, higher education institutions (including universities and language schools), and other groups in addition to identifying and developing new opportunities for the growing portfolio, which you will manage through from prospect to operational handover for check in.

### Key Role Responsibilities:

- Builds productive relationships with existing agent and group partnerships to retain and increase contract values/reduce cost per acquisition (as applicable).
- Achieves maximum planned revenue for groups by actively searching for new business through networking, cold calling, web research
- Manages current and develops new partnerships with key agents in target countries
- Provides excellent customer service to clients, responding to queries in a timely and professional manner from point of negotiation and beyond
- Proactively manages opportunities to ensure regular face to face contact with clients is maintained where possible
- Organises & presents Chapter Living properties at relevant conferences & events.
- Manages and co-ordinates all stages of the sales process including price approval, contract drafting, seeking lender and investor approval where necessary, room blocking in the Property Management System (PMS), communication with Operations and invoicing / payment follow up with Finance
- Contributes to improvement of group sales strategies through analysis and recommendations of role activities
- Provides reporting on a regular cyclical and ad hoc basis on role deliverables; e.g. contracts in negotiation plus pipe line build
- Collaborates with Operations, Sales & Marketing Colleagues to deliver a brand and experience aligned events programme to support retention
- Collaborates with Marketing Team members on delivery of support requirements such as collateral, website amends, advertising
- Liaises with community teams to arrange or conduct community tours with existing and potential clients
- Actively understands, updates and improves knowledge of communities, amenities, units and local area features
- Follows established policies and procedures by monitoring and ensuring compliance with regulatory requirements, organisational standards, and operational processes related to area(s) of responsibility and reporting violations or infractions to appropriate individual(s).
- Identifies areas for improvement, offers suggestions to improve efficiency and productivity, and implements ideas that achieve operational excellence.
- Keeps abreast of current changes in technology, processes, and standards within the industry and area(s) of responsibility by attending internal and external training classes.

*This job description is not exhaustive; roles are expected to evolve and change over time as the business grows and develops, within reason of the original remit.*

### Role Scope:

- Occupancy Target - Groups & Institutions targets contribute approximately 20% and agents 15%
- Revenue Target circa £20 million
- Greystar Student Division

### Key Relationships:

- Operations, Community Teams, Sales Team, Finance Team, Marketing Team, Asset Team Members.
- Groups' business clients/representatives; agents

## About You

### Knowledge & Qualifications:

- High level of general education evidencing literacy and numeracy, preferably graduate calibre or with equivalent experience.
- Proficient in the use of Microsoft office packages including Word, Excel and Outlook
- Experience of software (e.g. Salesforce/CRM) used to drive and execute on sales and marketing activities would be advantageous

### Experience & Skills:

- Proactive with a can-do attitude and an ability to act autonomously, taking decisions and/or action when required.
- Excellent B2B sales skills and experience in a similar role hospitality/leisure/education/accommodation environment.
- Familiarity with international education systems and/or experience working with the transient education travel market - i.e., language schools and work placement organisations is desirable
- An ability to influence, be comfortable working at pace and be motivated by exceeding customer service and sales targets
- Display a process driven approach with demonstrable evidence of organisational skills including the ability to multi task and prioritise whilst maintaining a high level of accuracy and attention to detail
- Culturally aware and able to adapt relationship building, communications and negotiation skills to suit audience.
- A team player who is evidently approachable and welcoming
- High attention to detail in personal presentation
- Fluent English verbal and written communication skills
- Additional language skills are desirable

### Behaviours & Values:

- **Integrity** - We will stay true to the highest ethical standards and principles, and be honest, trustworthy, and humble in all of our words and actions.
- **Respect** - We will accept and value our individual differences and show genuine consideration for the thoughts, needs, and ideas of others. We value and encourage a work/life balance.
- **Accountability** - We will take responsibility and accept ownership for our words, actions, tasks, and results, and respectfully hold others to the same standard.
- **Professionalism** - We will proudly present a positive, dignified, and business-like image at all times through our appearance, behaviour, and interactions with others.
- **Teamwork** - We will work together to accomplish goals, solve problems, and enrich our work environment.
- **Service** - We will make service our top priority by giving our time, knowledge, and experience to serve the needs of our customers, community, and team members.

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