

Langford Veterinary Services Ltd

Job Description

Job Title: Business Relationship Manager (Part-time)

Reports To: Marketing and Communications Manager

Job Purpose:

To manage and grow our current customer base with referring vets, clients and laboratories by making regular contact with our clients. Be proactive in developing and implementing our marketing strategy by being an excellent advocate of Langford Vets both personally and professionally.

Principal Accountabilities:

- To maintain excellent interpersonal relationships both internal and external
- To develop and implement our marketing strategy, with the Marketing and Communications Manager and Management teams
- To arrange routine client visits to current clients as well as cold call
- To make regular contacts (monthly) with our top clients
- To assist in the management of our Recent Graduate Support Network
- Provide management information when required.
- To maintain the Customer Relationship Management (CRM) database
- To further develop and implement our continuing professional development programme for our various customer bases
- To help organise and be present at trade shows eg BSAVA and London Vet Show
- To carry out market research and keep abreast of events in the industry that impact the business across the divisions, and communicate these to the relevant parties
- Carry out all other reasonable duties as requested by your Line Manager

Person Specification

Criteria	Essential	Desirable
<p>Relevant experience, Skills and Knowledge</p> <ul style="list-style-type: none"> • Extensive experience of client contact and sales- face to face as well as by phone • Demonstrable evidence of growth of client base in service industry • Experience of running successful client events • Involvement in marketing campaigns or initiatives • Have knowledge of selling techniques 	<p>Yes</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>

<ul style="list-style-type: none"> • Proven record in this area • Experience of account management combined with proven business relationship skills. • A demonstrable track record of building sustainable relationships with clients. • Strong influencing, planning and organising skills • A confident presenter with a consultative approach who shows good judgement and focus in their daily work • An interest in the broad economic issues and business trends within the veterinary industry and the competitors in the market. • Experience in developing/running client events or lecture courses • Experience of working within the animal health industry • Must have a full UK driving licence 	<p>Yes Yes Yes Yes Yes Yes Yes Yes Yes</p>	<p>Yes Yes</p>
<p>Relevant Qualifications</p> <ul style="list-style-type: none"> • Degree level or relevant profession qualification • MRCVS or RVN 	<p>Yes</p>	<p>Yes</p>
<p>Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Teamwork • Open, friendly personality • Empathetic • Excellent verbal and written skills • Ability to influence • Present professional image 	<p>Yes Yes Yes Yes Yes Yes</p>	
<p>Additional Criteria</p> <ul style="list-style-type: none"> • Must be computer literate • Proficient in the use of MS Excel, Word and Powerpoint • Be familiar with CRM systems • Flexible working as role will include some evening and weekend work and being away from home on occasions 	<p>Yes Yes Yes Yes</p>	