

Langford Veterinary Services Ltd

Job Description

Job Title: Business Relationship Manager (Minimum 3 days)

Reports To: Head of Marketing and Communications

Job Purpose:

During Covid 19 the Marketing and Communications Team have been working from home in order to reduce the number of employees on site. The team must be able to attend site as required and at short notice. There may be a return to being fully office based in the future with regular practice meetings across the South West and occasional travel further afield.

- To manage and grow our customer base – referring vets and clients
- To organise and attend routine meetings with customers
- To develop and implement our marketing strategy, working as part of the wider Marketing & Communications and Management teams
- To develop and implement our continuing professional development programme and other schemes to benefit our referring vets
- To develop and manage a Customer Relationship Management (CRM) system
- To work closely with the Small Animal Hospital team, acting as liaison between them and the vets who refer into the hospital

Principal Accountabilities:

- To maintain excellent interpersonal relationships both internal and external
- To arrange and attend meetings (in person as well as via Zoom) with our referring vets, as well as cold call
- To make regular contacts (monthly) with our key contacts
- To produce a weekly update email for our referring vets
- To assist in the management of our Recent Graduate Support Network
- Provide management information when required, running data in for pre-built reports
- To maintain the 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, communicating these to the relevant parties
- Handle complaints and feedback from referring vets according to the prescribed process and support in resolution
- Carry out all other reasonable duties as requested by your line Manager

Person Specification

The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job role effectively.

Criteria	Essential	Desirable
<p>Person Specification</p> <ul style="list-style-type: none"> • Can-do attitude • Willing to learn new skills and undertake formal and informal training • Confident person to person communicator • Proficient with all forms of digital communication • Positive outlook with a solution focused mind set • Empathic and understanding • Excellent teamwork skills • Pro-active and able to work unsupervised • Relevant experience of working within the animal health industry • Flexible – some evening and weekend work will be part of this role as well as occasionally staying away for events or meetings 	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>	
<p>Relevant experience, Skills and Knowledge</p> <ul style="list-style-type: none"> • 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 events • Involvement in marketing campaigns or initiatives • Knowledge and experience of sales techniques • 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 • Must have a full UK driving licence as driving is an essential part of the role 	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>	
<p>Relevant Qualifications</p> <ul style="list-style-type: none"> • Degree level or relevant profession qualification 		<p>Yes</p>

<ul style="list-style-type: none"> • MRCVS or RVN 		Yes
<p>Additional Criteria</p> <p>Must be proficient in:</p> <ul style="list-style-type: none"> • Microsoft Excel • Microsoft Outlook • Microsoft PowerPoint • Microsoft SharePoint • Microsoft Forms • RX Works • Zoom • Monday.com • Facebook • Instagram • Twitter • LinkedIn 	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p>