

# Job Description



<b>Job Title:</b>	<b>Relationship Manager</b>
<b>Salary:</b>	<b>Band B</b>
<b>Hours:</b>	<b>0.8 to Full time <i>TBC</i></b>
<b>Location:</b>	<b>Byfleet office and/or Home-based</b>
<b>Responsible to:</b>	<b>Deputy Chief Executive Officer</b>
<b>Responsible for:</b>	<b>Any freelance contractors or consultants relevant and necessary to relationship management functions</b>
<b>Date:</b>	<b>August 2025</b>
<b>Key responsibilities:</b>	<p><b>Lead and manage LASER<sup>1</sup> relationship development and business growth, whilst meeting LASER's objectives.</b></p> <p><b>Engage with centres to enhance LASER's understanding of centres' and learners' needs, and to promote and support take up of LASER's product and service offer.</b></p> <p><b>Engage with appropriate key stakeholders and contacts to enable LASER to develop and deliver products and services which meet centres' and learners' needs.</b></p> <p><b>Represent and promote LASER as an awarding organisation regionally and nationally.</b></p>

## Key tasks

### **1. Be part of the LASER Management Group, with responsibility for leading and managing LASER relationship development and business growth.**

- 1.1 Actively engage in and contribute to the LASER Management Group.
- 1.2 Contribute to LASER strategy, aims and objectives by leading on the planning and implementation of LASER relationship development and business growth, including strategies and plans to sell existing and upcoming products and services to approved and potential new centre customers, within budget allocations.
- 1.3 Produce reports and recommendations related to business opportunities, trends, development and growth.

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<sup>1</sup> Throughout this document, LASER refers to Ofqual regulated and non-accredited provision, including Trident Awards, but not QAA regulated provision of Access to HE Diplomas.

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**2. Develop and maintain productive relationships and engagement with centres to enhance LASER's understanding of how to best meet centres' and learners' needs whilst meeting LASER's objectives, and to promote and support take up of LASER's product and service offer.**

- 2.1 Account manage specific approved centres, conducting regular account reviews to assess performance, feedback and development opportunities, and to understand centres' and learners' needs.
- 2.2 Provide support to centres (potential, new, and existing) to maximise the opportunities offered by LASER's portfolio of products and services.
- 2.3 Promote and support the uptake of existing and upcoming products and services in line with organisational strategy and priorities.

**3. Develop and maintain productive relationships and engagement with relevant and appropriate key stakeholders and contacts to enable LASER to develop and deliver products and services to best meet centres' and learners' needs and maximise opportunities, whilst meeting LASER's objectives.**

- 3.1 Identify potential yet realistic opportunities to grow LASER's presence in key vocational sectors, both those within which LASER already operates, and those where it does not.
- 3.2 Work with the Product team to identify relevant external stakeholders and contacts which potentially support the development and delivery of planned and existing LASER products and services, and establish and develop these relationships as appropriate.
- 3.3 Maintain accurate and appropriately detailed records to be able to provide regular updates and reports as required including on trends, opportunities, partner engagement, and performance.
- 3.4 Use intelligence gained from sectors, customers and relationships, to support the Product team in ensuring that LASER products and services remain fit for purpose and meet customer needs.
- 3.5 Support the Product team by contributing to the regular review and update of the product development plan, including making recommendations based on understanding of centres' and learners' needs, potential opportunities in existing and new markets, and how LASER might best address these needs and opportunities.

**4. Represent and promote LASER as an awarding organisation regionally and nationally.**

- 4.1 Represent LASER at networking meetings, conferences, exhibitions and other events as appropriate.
- 4.2 Work with the Marketing team to raise awareness of LASER's brand, mission and values.
- 4.3 Promote LASER and its products and services at all available opportunities.

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## Other Responsibilities

1. Participate in project teams as required.
2. Undertake professional updating and training as required.
3. Continually review and implement improved working practices and processes.
4. Perform any other reasonable duties as appropriate to the role.

LASER expects all staff to deliver exceptional customer service to all LASER customers, both internal and external.

This job description may be supplemented by annual key tasks which will be developed in conjunction with the post-holder. It will be subject to regular review and the company reserves the right to amend or add to the duties listed.

## Person Specification

QUALITIES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
Qualifications and Training	<ul style="list-style-type: none"><li>• Educated to level 4 or beyond</li><li>• Evidence of continued professional development</li></ul>	<ul style="list-style-type: none"><li>• Degree</li></ul>
Knowledge, Skills and Experience	<ul style="list-style-type: none"><li>• Experience of working for an Ofqual regulated awarding organisation and/or in the Further Education sector</li><li>• Understanding of current post 16 education policy including funding opportunities and requirements</li><li>• Understanding of qualification design and development</li><li>• Experience working with external partners and stakeholders</li><li>• Experience in account management, partnership development, and/or relationship management, ideally within the education, training, or awarding sector</li><li>• Experience of contributing to business strategy, planning and review</li><li>• Experience of writing business cases and ability to evaluate commercial opportunities</li><li>• Understanding of the importance and impact of regulatory requirements</li><li>• Excellent verbal and written communication skills including ability to write concisely, logically and correctly</li><li>• Excellent IT skills including use of databases and Microsoft applications</li><li>• Excellent interpersonal skills</li><li>• Experience of report writing</li><li>• Experience of successful team working</li></ul>	<ul style="list-style-type: none"><li>• Bid writing experience</li><li>• Understanding of blended learning, e-learning, and emerging learning technologies</li></ul>
Personal Qualities	<ul style="list-style-type: none"><li>• Commitment to the aims, vision and values of LASER including widening participation, inclusivity, and equality of opportunity for all</li><li>• Ability to work under pressure and to deadlines</li></ul>	

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	<ul style="list-style-type: none"><li>• Ability to build and maintain relationships with a range of organisations and individuals</li><li>• Ability to work as part of a team including both other managers and administrative staff</li><li>• Ability to work independently and on own initiative</li><li>• Ability to work and respond positively in an ever-changing environment</li><li>• Attention to detail</li><li>• Accuracy</li><li>• Flexibility and adaptability</li><li>• Ability to prioritise and reprioritise</li></ul>	
Additional or Special Requirements	<ul style="list-style-type: none"><li>• Travel to Byfleet office as required if home based</li><li>• Travel to other locations in the UK to visit centres, stakeholders and to attend meetings and events, which may include occasional flexibility outside usual working hours</li></ul>	