

**Job Title:** Lead Customer Success Manager - Industry and D&I specialist  
**Location:** London or Wallingford  
**Business Area:** Customer Success  
**Salary:** Competitive



### **About GTI:**

We aim to help students realise their potential in the world of work through technology, content and tools. That's not an easy thing.

We believe in understanding students and partnering with employers, universities, schools and other technology providers.

It's about students finding the right role and employers finding the most suitable candidates. But its more than that - it's about helping young people discover options, develop and build confidence.

### **Mission**

To delight our high priority customers by exceeding attraction expectations, providing exceptional customer service and demonstrating in depth knowledge of our industry, audience (particularly hard to reach niche groups) and platform to secure yearly subscription renewals and upsells.

You will be motivated by enabling our customers to achieve their hiring and branding objectives, delighting them with 'unexpected' added value and achieving renewals, reducing churn and increasing the lifetime value of such customers.

As one of the two most senior members of a team (of 8-10 customer success managers and customer success co-ordinators) you will take a leading role in the future direction and development of the Customer success team and the members within it to make it a best-in-class department.

### **Key metrics**

- Applications (transactions)
- NPS
- Renewals
- Upsells

### **Outcomes**

- 1. Exceed employer brand and attraction goals to secure yearly renewals and upsells.**
  - a. As one of two Lead customer success managers you will personally manage the subscriptions of our highest value customers.

- b. Conduct detailed onboarding meetings to understand the customers' requirements, target audience, goals and areas of particular focus.
- c. Using your detailed knowledge of the customer, their recruitment objectives, our platform and audience you will design and deliver a success plan for the customers' subscription.
- d. You will drive the performance of your customers' subscriptions.
- e. You will be in regular communication with your customers to monitor their satisfaction with their subscription and identify ways we can delight them.
- f. Identify upsell opportunities through a close relationship with your customer contact.
- g. Play an active role at renewal to secure subscriptions at same or increased level.

**2. Deliver outstanding customer service to secure high NPS scores.**

- a. You will build a trusted and loyal relationship with our customers as well as an in-depth knowledge of their recruitment and company objectives and culture.
- b. You will empower and delight customers with your in-depth knowledge of the graduate attraction and recruitment.
- c. Your communication will be professional, timely and informative.
- d. You will deliver timely and accurate administration of subscriptions including the distribution of roles across the network and collection of print collateral when needed.
- e. You will actively seek out new opportunities within GTI to delight your customers.
- f. The reporting you deliver will be complimented with intelligent and relevant analysis and recommendations.

**3. Advise on equality, diversity and inclusion to support our entire customer portfolio**

- a. Play an active role with all subscription clients to support their diversity requirements by consulting in meetings and supporting their CSM.
- b. Provide training and support for the customer success team on all elements of inclusion recruitment.
- c. Deliver thought leadership and advice in a variety of formats to our customers around D&I attraction, hiring and retention.
- d. Support our acquisition and events team to secure an engaged audience of candidates for our customers.
- e. Work with our events team to guarantee inclusivity at our events.
- f. Champion D&I within GTI to ensure our own recruitment and inclusion strategies are a true example of best practice

**4. Lead efficient and collaborative internal ways of working and processes.**

- a. As a senior member of the team, you will take a leading role in ensuring the customer success team has the most timely and relevant knowledge of graduate recruitment and student perceptions and is able to discuss confidently to our customers.
- b. You will actively input into commercial, marketing and product development to deliver customers' needs.
- c. Working with the Customer success director you will lead working process improvements as we strive to deliver optimum team performance.

### **Person Specification:**

- You will have an active interest in graduate attraction and recruitment, particularly diversity and inclusion.
- You will be a good listener inspiring confidence and trust.
- You will be confident in your own abilities and knowledge to inspire and reassure those around you, namely the customer and the account manager.
- You will be motivated by delivering and exceeding customer expectations.
- You will be a strong team player committed to developing the team to achieve our overall goals as well as individually for your customers.
- You will be very organised with the ability to manage 50+ customer relationships.
- You will be confident with reporting and analysis both in your own reading of numbers but also to explain and give clarity to the customers.
- You will be actively committed to improving working practices, identifying efficiencies and areas of opportunity.

### **Work Experience, Knowledge & Skills:**

- Recent practical experience of graduate recruitment marketing and/or resourcing.
- 5+ years' experience of working in customer facing role
- Ideally experience of delivering digital marketing campaigns
- A confident and professional manner with excellent written, phone and conversational skills
- Ability to read, interpret and explain data reports
- Computer literate – MS Office, CRM systems, Google admanager, analytics software
- Experience of successfully managing and developing team members
- Proactive, adaptable and a quick learner
- Focused, conscientious, efficient with excellent time management skills
- Collaborate with peers and other people inside and outside the business

### **Other Information**

- Permanent role – 37.5 hours per week between Monday to Friday 9.00 – 5.30pm
- 3-month probationary period
- training provided
- Benefits package: 5% Contributory Pension, initial 25 day's holiday, enhanced maternity/paternity policies, life assurance scheme

Please send your CV and covering letter to Chloe Burgess, [chloe.burgess@groupgti.com](mailto:chloe.burgess@groupgti.com)