

Job Title: Account Executive - Key Accounts

Reporting to: Manager – Key Accounts

Main purpose of the role

To support the establishment, implementation and ongoing development of strategic partnerships within the education sector through proactive account engagement, exceptional customer service, and close collaboration with the Key Account Manager, while contributing to PGL Beyond's **Purpose-Led Agenda** of widening access to residential and school trips. This includes working closely with teachers and travel bookers to understand their needs, enable affordability, and help remove barriers so that all young people, regardless of background, can benefit from meaningful educational travel experiences.

The Account Executive plays a critical role in bringing partnership agreements to life by working day-to-day with customers — particularly teachers and travel bookers — to ensure trips are accessible, affordable and aligned to their educational objectives.

This role focuses on driving sustainable growth across designated accounts by:

- Supporting tailored, proactive growth strategies in collaboration with the Key Account Manager
- Driving referrals and strengthening engagement within partnership accounts
- Leveraging insights from customer conversations, events and networks to identify opportunities, supporting PGLBeyond's Purpose led agenda

For more information on PGL Beyond's Purpose-Led Agenda and the purpose Coalition, visit: <https://pglbeyond.com/pgl-beyond-partners-with-the-purpose-coalition-to-enhance-social-mobility-through-the-breaking-down-barriers-commission/>

Responsibilities

Drive Growth & Partnership implementation:

- Work with the Key Account Manager to manage a designated portfolio of Multi Academy Trust accounts, driving both retention and acquisition.
- Actively bring partnership agreements to life, ensuring customers experience day-to-day value, support and access to the full PGL Beyond offer.
- Utilise proactive outbound activity and referral selling techniques to generate new business opportunities and expand existing relationships with travel bookers.
- Identify, nurture and convert referral opportunities within and across trusts, using strong internal advocacy and relationship mapping.
- Apply effective sales, customer service skills, and brand knowledge to secure business against competitors and consistently achieve targets as per Individual Business Plans.

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Customer Relationship Management and purpose-led support:

- Provide outstanding customer service throughout the sales journey, from initial contact through to booking and post-trip follow up.
- Build strong partnerships with teachers, travel bookers and school leaders, acting as a trusted partner rather than a transactional contact.
- Work closely with teachers to listen carefully to needs, constraints and challenges, particularly around affordability, access and participation.
- Proactively support the removal of barriers to school travel by offering flexible solutions, guidance and insight aligned to PGL Beyond's Purpose-Led Agenda.
- Match customer needs to the most appropriate products and services, ensuring educational value and positive pupil outcomes remain central.

Strategic Collaboration & Insight:

- Work closely with the Key Account Manager to deliver joint account plans and coordinated engagement across accounts.
- Contribute insight from day-to-day customer conversations to help shape personalised growth strategies.
- Leverage customer interactions, events and internal contacts to uncover white-space opportunities, emerging needs and untapped potential within accounts.
- Provide constructive feedback on customer sentiment, partnership effectiveness and potential risks or opportunities.

Reporting and Insights:

- Maintain accurate and timely CRM records covering customer interactions, referrals, opportunities and pipeline activity.
- Share trends, barriers and feedback from teachers and travel bookers to inform product development, pricing, partnerships and strategic planning.
- Support the achievement of commercial goals while balancing financial performance with long-term customer value.

Commercial & Operational Support

- Assist the maintenance of tour profitability through accurate pricing, effective communication and collaboration with internal teams.
- Generate tailored quotes aligned to customer needs while ensuring compliance with margin and process requirements.
- Maintain high standards of data accuracy and attention to detail across CRM and reservations systems.
- Communicate clearly with customers on tour options, booking conditions, payment schedules and key milestones.

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Product, Destination & Market Awareness

- Maintain a strong knowledge of products, destinations, safety standards and booking conditions to support confident, accurate customer conversations.
- Attend training sessions to continuously enhance product and partnership knowledge.
- Stay informed about marketing activity and competitor behaviour, sharing relevant insights that may unlock growth or protect existing accounts.

Additional responsibilities

- Duty Officer Procedures: All Accounts executives after an appropriate period will be expected to actively participate in the Duty Officer Procedure which provides out of hours support (as required) to our clients on tour. Full training is provided, and Duty Officer responsibilities are allocated on a rota basis.

Useful Information

Our Strategic Partnerships Team function is transforming to better position us to assist the business as we move into the future. As such, our roles are likely to evolve. Therefore, whilst this job description provides an overview of the main duties, it is not intended to be exhaustive, and it is anticipated that the contents will change over time whilst remaining within the broad remit of the role.

Person Specification

Education, Experience & Achievements	Essential	Desirable
Grade 4 (C) or above in GCSE English and Maths or equivalent qualification / experience	✓	
Experience in providing exceptional customer service by telephone and in writing (email)	✓	
Travel Industry experience		✓
Experience of new business development and lead generation		✓
NVQ Level 2 in Customer Services		✓
Experience of working to sales targets, with a track record of target achievement	✓	
Experience in proactive account management and growth planning.	✓	
Experience in outbound sales or business development to drive enquiry numbers.	✓	
Experience in working with educational institutions or trust-based customer groups (desirable).		✓

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Skills & Knowledge	Essential	Desirable
Knowledge of a foreign language (French, German, Italian, Spanish)		✓
Strong accuracy and attention to detail with excellent written communication skills	✓	
Excellent verbal communication and listening skills	✓	
Experience of effectively managing and prioritising workloads autonomously using time management and organizational skills	✓	
Strong accuracy and attention to detail	✓	
IT Literate with knowledge and experience of using MS products (Word, Excel, Outlook)	✓	
Strong influencing and team working skills, able to build and maintain relationships with both clients and colleagues	✓	
Strong organisational skills with the ability to manage multiple tasks concurrently	✓	
Ability to effectively manage and prioritize workloads autonomously	✓	
Ability to work under pressure with proven experience of delivering results	✓	
Ability to proactively identify and capitalise on whitespace opportunities within key accounts.	✓	
Ability to create and implement account-based growth strategies autonomously.		✓
Strong relationship-building skills with a focus on client retention and referral generation.	✓	
Excellent organisational skills to compartmentalise workload for proactive outreach.	✓	

Personal Attributes	Essential	Desirable
Interest in Travel and Tourism		✓
Passionate about customer service - strong willingness to deliver excellent customer service and flexibility to meet client requirements	✓	
Develops and maintains a meaningful relationship with the customer, builds customer loyalty	✓	
Actively listens to others. Checks own understanding and seeks clarification	✓	
Recommends practical solutions which resolve the problem and remove or reduce the root causes	✓	
Reviews own performance and skills against the needs of the role. Actively seeks, and participates in, opportunities for development	✓	
Proactive, growth-oriented mindset with a passion for expanding accounts and increasing customer engagement.	✓	
Strong commercial awareness and ability to balance customer needs with business profitability.	✓	

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Creative problem-solver with a strategic approach to account development.



Additional requirements

Essential

Desirable

Enhanced DBS check



Full UK driver's licence



Additional information

Environmental & Social Governance (ESG)

You are required to uphold and champion our Better Beyond Adventure Environmental Social Governance strategy whilst assisting our B Corp certification.

This requires personal, departmental and company-wide level participation through ongoing engagement in discussions and decision-making around ESG, upholding company and department ESG goals and targets in your role as an ally.

Our Better Beyond Adventure strategy means we all have a role to play as part of our day job. This varies from team to team and by role. However, as standard it is now a requirement for each role to appreciate how they contribute to delivery of BBA across the three pillars:

- Our places, our planet
- Champions of wellbeing
- Playing our part

And by delivering our BBA goals you will also be supporting our B Corp certification and role modelling our PGL Beyond values.

Equal Opportunities/Safeguarding

We pride ourselves on hiring the best people and recognise the importance and benefits of a diverse and inclusive team. However, the protection and safeguarding of our colleagues and the young people visiting our centres is our primary concern.

Our Values

Our company values of teamwork; quality; safety; respect; inclusivity and fun define our beliefs and underpin everything we do. Though simple on the surface, when combined, these values create the exceptional experience that sets PGL apart for both our guests and colleagues.

'Lend a Hand'

Lend a Hand provides a valuable opportunity to gain insight into the fantastic work that our PGL centre colleagues are doing every day. During our Lend a Hand weeks, members of our Support Centre teams take time out of their normal routine to work on Centre in areas such as Catering and Housekeeping, enabling us to work closely with colleagues we don't usually

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work alongside in a job role other than our own, whilst also providing valuable help to our centres at times when they need it the most.

Right to amend

The company reserves the right to amend the job description in consultation with the colleague to reflect changes in the role.

Job description updated on 22/01/2026