

PGL Beyond Job Description



Teamwork



Quality



Safety



Respect



Inclusivity



Fun

Job Title: Key Account Manager – Strategic Accounts

Reporting to: Partnerships Team Manager

Main purpose of the role

Responsible for achieving growth in enquiries, bookings, revenue and profit, through the effective development and ongoing management of partnerships with Strategic Multi Academy Trusts.

They will actively seek and develop new business opportunities within identified Strategic Trusts to build strong partnerships, developing bespoke proposals for each trust and then working closely with Key Account Executives and Marketing to develop implementation plans that drive new enquiries and bookings in line with strategic targets for each trust. They will then manage the account to ensure retention of the partnership and ongoing customer satisfaction, troubleshooting any issues and providing quarterly and annual reports with cost savings, carbon reporting and data as required from the trust.

The Key Account Manager will be required to travel extensively to attend customer meetings, build relationships with key decision makers, deliver presentations and participate in industry exhibitions. They will represent PGL Beyond externally in a professional manner, and spend time at both Head Office sites to support the link between the internal customer facing teams and the external customers.

As part of PGL Beyond you'll be creating unforgettable learning and adventure experiences that make a real difference to the lives of young people. Our incredible team has always been the secret to our success. Our people are our future and we take great pride in matching your hard work with a promise to look after you and your career.

Responsibilities

Development and manage Partnerships with Strategic Accounts to achieve business growth and profitability

- Engage new accounts through identifying and contacting key stakeholders, effectively networking, leveraging current trip leaders and bookings, using LinkedIn and contacts from other trusts or colleagues.
- Gather and document insight into trusts and establish key contacts, logging information (updating contacts, documenting customer contact and meetings and tracking partnership through REDOP system) in the company's CRM system (Salesforce).
- Develop in-depth understanding of individual accounts including procedures, preferences and group travel policies.
- Deliver business presentations professionally and passionately to key stakeholders within the trust, ensuring PGL Beyond is properly represented as a purpose led organisation and ensuring that the pitch is relevant to the trust's values and priorities

PGL Beyond Job Description



Teamwork



Quality



Safety



Respect



Inclusivity



Fun

- Develop a commercial partnership offer for each trust that offers the right balance of financial incentives with relevant Added Value that is important to the trust, such as EVC events, Staff discounts, trip leader training or sixth form workshops. These will be developed in conjunction with the Partnerships Team Manager and Senior Sales Manager, working to ensure a balance of profit and purpose within the partnership agreement.
- Develop an implementation plan for trust once in partnership to drive enquiries. This will be done working with internal sales team and marketing and will involve working with a wide range of contacts within the trust, such central purchasing/procurement, department heads, administrators, EVC's and teachers.
- Use reporting systems to monitor account progress, identifying areas for improvement and responding with appropriate measures.
- Long term management of the partnered accounts to ensure retention of the partnership and ongoing customer satisfaction, troubleshooting any issues and providing quarterly and annual reports with cost savings, carbon reporting and data as required from the trust.
- Use available tracking/reporting and diary systems to maintain an awareness of personal performance against agreed standards.
- Provide account & market intelligence updates to the Educational Partnership Manager and PGL Beyond team.

Demonstrate an ability to communicate effectively with your customers and understand and share knowledge of your customer's requirements, competitor activities and market trends

- Demonstrate the ability to communicate on all levels, adapting to the circumstances, environments and people as required.
- Demonstrate and apply an excellent level of knowledge and understanding of the wide range of customer groups within trusts, addressing specific needs to ensure an ongoing successful relationship.
- Successfully resolve complaints at both trust and teacher levels (in close collaboration with Account Executive team).
- Produce and utilise account case studies to support and grow the business within your area.
- Provide customer, competitor, and market intelligence to the wider business.

Stay up to stay with PGL Beyond vision, values and goals as well as full product range on offer to customers

- Maintain an awareness of wider purpose led initiatives across the business, including Better Beyond Adventure and Breakthrough Fund.
- Develop and maintain an awareness of the Safety Management System (SMS), accreditations and other associated PGL Beyond standards and procedures that are relevant to our trusts.

PGL Beyond Job Description



Teamwork



Quality



Safety



Respect



Inclusivity



Fun

- Develop and maintain a deep understanding of the customer journey from partnership stage through to date of travel to ensure we keep customers at the heart of our decision making and actions.
- Gather information and stay up to date on all products and services available within each brand area, including PGL Adventure in France and UK, specialist weekends, Ski, Tours, new product launches (immersive language in Spain, Pearson accredited Geography Field trips, Thrive, Skills4life etc.).
- Maintain an awareness of the PGL Beyond marketing and promotional activity to ensure the provision of accurate information to colleagues and customers

Representing PGL Beyond at all times in a professional manner

- Maintain a high standard of appearance and professionalism at all times.
- Be open to collaboration across the entire business, working in partnership to engage and inspire our Multi Academy Trust customers.
- Promote PGL Beyond and the wider business professionally and knowledgeably during client meetings & presentations and at industry exhibitions.

Additional Responsibilities

- Attend training sessions to build a solid understanding of the product range, sales process and customer experience.
- Provide help to other team members where appropriate, both within the sales teams and other areas of the business.
- Participate in the Company Emergency Procedures where appropriate, to maintain customer satisfaction and duty of care.
- As a remote worker, ensure contact is maintained with the PGL Beyond team.

Person Specification

Education, Experience & Achievements	Essential	Desirable
A'levels or equivalent.... Grade C or above in GCSE English and Maths or equivalent qualification / experience	✓	
Experience in sales both telephone and face to face	✓	
Experience of new business development and lead generation	✓	
Experience of delivering successful customer presentations	✓	
Experience of managing a sales area	✓	
Experience of account management	✓	
Experience of using reporting systems	✓	
Experience of sales to both individual customers and businesses	✓	
Experience of using a CRM system	✓	

PGL Beyond Job Description



Teamwork



Quality



Safety



Respect



Inclusivity



Fun

Experience of delivering training sessions & workshops	✓	
Travel Industry experience		✓
Experience of public tenders		✓
NVQ Level 2 in Customer Services		✓

Skills & Knowledge	Essential	Desirable
Experience of meeting and exceeding sales targets	✓	
Ability to work under pressure with proven experience of delivering results and working to deadlines	✓	
Ability to effectively manage and prioritise workloads autonomously	✓	
Strong organisational skills with the ability to manage multiple tasks concurrently	✓	
Strong influencing and team working skills, able to build and maintain trusting relationships with both clients and colleagues	✓	
IT Literate with knowledge and experience of using MS products (Word, Excel, Outlook, PowerPoint)	✓	
Excellent verbal and written communication skills	✓	
Strong accuracy and attention to detail	✓	
Linguistic capability (French, German, Italian, Spanish)		✓

Personal Attributes	Essential	Desirable
Problem solving ability and a “Can Do” attitude	✓	
Confident at networking and quickly establishing new relationships	✓	

Additional requirements	Essential	Desirable
Must hold a full UK Driving Licence	✓	
Enhanced DBS Check	✓	

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, delivery and decision-making around ESG, upholding company and department ESG goals and targets, and managing your team of ESG allies in a way that fosters a culture passionate about people and the planet.

PGL Beyond Job Description



Teamwork



Quality



Safety



Respect



Inclusivity



Fun

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 assisting 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. You have a duty to report any safeguarding concerns via the appropriate channels throughout your employment with PGL.

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 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 November 2025.