

JOB DESCRIPTION

Post Title:	Account Manager FTC
Department:	Client Relations Team- Commercial Services
Responsible to:	Client Relations Manager
Date of Issue:	May 2026
Salary:	£31,022 - £33,699

About

The Commercial Services Department (CS) works alongside the Communications, Campaigns and Operations departments at The Vegan Society. The Commercial Services Department is responsible for the majority of income generated via The Vegan Trademark licencing fees.

The Vegan Trademark is a first of its kind and has been helping consumers identify vegan products since 1990. The Commercial Services Team work with companies to make veganism more accessible.

The Commercial Services Team provides product checking services, account handling, and promotional opportunities for our Trademark Holders. The Sales Team is responsible for prospecting and onboarding new business. The Certification Team manages our products audits, for new clients as well existing ones. The Client Relations Team handles our renewals and focuses on developing these relationships. The Marketing Team is responsible for brand awareness of the Vegan Trademark. We aim to provide exceptional customer service to our Trademark Holders and also coordinate client activities with the rest of the society.

Main Purpose of Job

The role sits within the Client Relations Team and will be responsible for ensuring that assigned renewals are completed in a streamlined, timely manner.

A priority for this role is to achieve revenue and retention targets. They will be responsible for their own schedule and forecasting through our CRM as well as contributing to the immediate and wider team target. They will address client queries, resolve concerns and coordinate solutions across internal departments.

Maintaining client information on our CRM, as well as accurate input of data, will be part of the day-to-day role. Timely and effective communication will be a priority as well as delivering the highest level of customer service. The person will need to be proactive, an agile thinker and be able to recognise and anticipate the needs of our clients.

Duties and Responsibilities:

Account Management

1. Manage a portfolio of client renewals on a rolling monthly basis.
2. Follow and execute relevant processes relating to trademark licence renewals.

3. Achieve monthly income targets through account retention activities.
4. Build strong relationships with our client base.
5. Keep up to date and accurate database records for clients via the CRM, with an excellent level of attention to detail.
6. Highly responsive to personal KPI's and how these contribute to the overall success of the team including account retention, growth, and client engagement.
7. Deliver work to the agreed SLA's for client interactions across various processes.
8. Utilise workflows within the CRM, using our processes and touch points to improve efficiencies and respond to any bespoke requirements to improve the customer experience.
9. Deliver weekly renewals forecasting to management using CRM data.
10. Support client feedback initiatives in collaboration with the wider team.

Development & Collaboration

1. Develop a good understanding of FMCG market and across the range of products we register with the Trademark.
2. Have an excellent understanding of the Vegan Trademark Standards to be able to confidently discuss and present them to current and potential Trademark Holders.
3. Collaborate with the Sales Team on new and existing business opportunities to maximise growth and develop business proposals in line with client needs.
4. Maintain a regular cycle of communication with the Certification Team to discuss bespoke customer requirements including product audits, new product registrations and any contract changes.
5. Explore development and expansion initiatives within vertical and existing markets.
6. Contribute to elements and activities from the department's events plan, including, planning, evaluation, attending shows, devising presentations, attending talks or client engagement and outreach.
7. Contribute and lead on projects related to the Trademark development.

Other Duties

1. Provide absence cover for Client Relations Team colleagues.
2. Strong awareness of personal development and able to identify areas to improve.
3. Willingness to undertake any training in line with personal development needs.
4. Conduct relevant research as part of projects to contribute to our knowledge.

General:

The following duties are ones which all staff are required to perform:

- Observe health and safety procedures and work safely at all times.
- Contribute to wider organisational development and communications.
- Be responsible for your own continuing self-development, undertaking training as appropriate to the working environment and location, and developments in your role
- Undertake any other duties as required by your manager in order to meet the changing needs and demands of The Vegan Society.
- Positively and actively promote The Vegan Society and its values.
- Conduct yourself with professionalism, tact and diplomacy at all times as a representative of The Vegan Society.

- General office duties, including dealing with own correspondence and following GDPR policies.

This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the holder without change to the level of responsibility or remuneration appropriate to the post. The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

Data Protection

During the course of your employment, The Vegan Society is required to tell you about the personal data that we collect about you and what we do with that information, including how we use, store, transfer and secure your personal data. You shall at all times comply with all relevant data protection legislation and all obligations imposed on you under The Vegan Society's data protection policy and privacy notice from time to time in force.

It is a condition of your employment that, as far as is possible and practicable, you adhere to a vegan diet and lifestyle.

PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL <i>These are qualities of the ideal candidate</i>	DESIRABLE <i>This information could be used to differentiate applicants.</i>
Qualifications	English, Maths & Science GCSE's A- C grade or equivalent	Food technology/safety qualifications.
Skills & Experience	<ul style="list-style-type: none"> • Excellent written and verbal communication skills via direct and electronic communication channels. • Experience in implementing client retention strategies. • Computer literate with strong MS Office skills, particularly email and databases. • Ability to enter data accurately, analyse and manipulate data and effectively search for required information. • Experience using CRM systems (preferably Microsoft Dynamics) • Ability to establish strong working relationships with clients including spotting new opportunities and delivering positive outcomes. • Ability to manage multiple priorities and work to deadlines whilst under pressure. 	<ul style="list-style-type: none"> • Experience in a development, marketing, or sales setting roles. • Experience in providing customer service in B2B setting. Experience of liaising with sales agents. • Experience managing events. <p>*Any Appropriate experience in a directly related post.</p>

	<ul style="list-style-type: none"> • Demonstrable experience of meeting targets, delivering desired objectives and outcomes. • Experience in account management. 	
Knowledge	<ul style="list-style-type: none"> • Good understanding of FMCG markets. • Basic knowledge of whether ingredients in food, cosmetics, toiletries, clothing, and household products are derived from animals. • Understanding of client needs, being flexible and making necessary adaptations. • Understanding of the marketplace and our competitors. • Understanding of The Vegan Society's values and purpose in order to make consistent and appropriate judgements. 	<ul style="list-style-type: none"> • Good knowledge of the wider vegan movement and issues relating to veganism. • Understanding of working in/with NGOs or small charitable organisations. • Knowledge of animal testing regulations.
Personal Qualities & Competencies	<ul style="list-style-type: none"> • Highly responsive to personal KPI's and how these contribute to the overall success of the team. • Excellent interpersonal skills, including the ability to take and follow instructions, work well within a team, build positive relationships with colleagues in different teams, senior management and external stakeholders. • Strong organisational skills with the ability to work using your own initiative and manage your workload. • Calmness under pressure. • Proactive, confident, and friendly manner. • Discreet and confidential. • Adhere to a vegan lifestyle for duration of employment. • Willingness and ability to undertake appropriate training and development as required. 	

Received by:

Name:

Signature:

Date: