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| ROLE Title: | Digital Account Manager – Insurance Partners  |  DAte:  | 2021 |
| ROLE GRADE: | D |  REPORTS TO:  | Head of account management  |
| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose**:The Digital Account Manager is responsible for the management of strategic digital activities for key Insurance Partners internal and external stakeholders. The main accountability is to help deliver continuous sales growth to meet the Insurance Partner business targets. This supports the company’s strategic objective of file size growth and EBITDA.The role holder is required to lead the approach to maximising the effectiveness of existing and new wholesale Insurance Partner relationships, developing partner digital optimisation plans. The Digital Account Manager is ultimately responsible for supporting the Insurance Partners team by delivering continuous growth to meet business targets. **Reports to:** * Head of Account Management, Insurance Partners

**Context:** The role is based within the Insurance Partners' team. The team is responsible for whole-selling RAC breakdown products as an add on to partner motor insurance products. The team develops existing revenue generating relationships whilst bidding to win the business of new industry-leading partners. **Management responsibilities:** * Be the voice of the Insurance Partners team both with internal and external stakeholders for all things digital
* Lead, and manage the Insurance Partner digital activity plans and ensure they are executed effectively and on time whilst managing external and internal suppliers

**Role Dimension:****Financial*** ROI measurement for digital spend for continuous sales optimisation and improved performance of channels
* Monitor competitor activity and apply learnings for competitive sales advantage

**Non-Financial:*** Use digital expertise to share, implement and monitor best practice online solutions for Insurance Partner relations
* Act as Digital Account Manager for Insurance Partners for online customer sales journeys and overall digital strategy

**Relationships:** Finance, Propositions, Insight, Financial Promotions, Compliance, Business Roadside, external insurance partners and brokers, Account Managers and Directors and third party digital suppliers.  | **Outcomes****What the role needs to deliver**Establish productive, professional and strategic relationships with key personnel within all areas of our Partner’s businesses. Manage Insurance Partner's digital agenda to drive sales growth, including, but not restricted to the following: * In depth digital reviews; act as the digital consultant for the Insurance Partners and review/feedback critical enhancements Including
* Digital sales testing
* Partner Online optimisation
* Partner End to end digital sales journey enhancement
* Pricing reviews
* Product reviews
* Partner UX/UI improvement
* Digital platform management
* Partner Email
* Partner SEO
* Partner PPC

**Digital Management:** * Ownership of digital strategy for insurance partner online sales to ensure business targets are met
* Set and deliver ongoing KPIs for partner conversion growth
* Lead partner sales journey projects for RAC breakdown products working with product owners and business stakeholders
* Lead ROI analysis project and own the ROI process

**Budgets:*** Careful management of costs to ensure budgets are optimised to maximise cost efficiencies whilst using commercial judgement to enhance organic growth opportunities
* Partner spend is in the millions as they own the distribution of the digital plan

**Other outcomes:*** Proactively assess, clarify, and validate Partner needs on an ongoing basis.
* Completes required training and development objectives within the assigned time frame.
* Seen as an ambassador both internally externally for the RAC
 | **Skills/Knowledge/Experience*** Customer centric
* Strong relationship building and management skills
* Strong negotiation and influencing skills
* Ability to manage third party relationships
* Strong digital experience within the General Insurance industry
* Planning, organising and prioritisation skills
* Relevant sector-based sales experience in a business-to business sales environment
* Strong problem solving and analysis skills
* Strong previous experience delivering digital best practice
* Strong commercial acumen
* Track record of delivering results
* Ability to deal with colleagues and external contacts at all levels
* Strong presentation skills
* Strong communication skills verbal and written
* Excellent attention to detail and accuracy in all work
* Data driven
* PC proficiency

**Qualifications/FSA:*** Educated to degree level standard
* Previous experience in wholesale insurance industry
 | **Capabilities/Strengths:**Core competencies:* Customer Focus – Level 5
* Building Relationships – Level 5
* Judgement & Decision Making – Level 4
* Developing self & Others – Level 4
* Specialist Knowledge – Level 4
* Achievement Drive – Level 5
* Strategic Thinking – Level 4
* Commercial Awareness – Level 4
* Interpersonal & Influencing Skills – Level 4
* Values Fit – Level 5
* Leadership – Level 4
* Continuous Improvement – Level 4
* Team Working – Level 4
* Leading Change – Level 4

Need to exhibit behaviours consistent with RAC core values:**Handle it Together**We work as one team; showing trust, respect, fairness and integrity**Exceptional Service**We deliver excellent results and service, every time**Raise the Bar**We always look for new ways to be even better**Own It**We are empowered to take action |