



Job Title:	Customer Relationship Manager
Reporting to:	Head of Customer Relationships
Responsible for:	Commercial Contract Management, Customer Relationships, Business Growth
Date:	March 2024

Purpose of the Role

AFM is recognised as a market leader in the field of Facilities Management services. Our mission is to foster long-term strategic partnerships with our clients and suppliers through the delivery of high-quality services.

The Customer Relationship Manager will report to the Head of Customer Relationships and be responsible for managing customer relationships to ensure excellent service delivery, value for money and sustainable growth. Identifying, targeting, generate and win new sales to increase turnover and profitable income for the business. Building enduring multi-level client relationships is a primary objective of the role and the role holder will need to have excellent financial management and communication skills.

Key Responsibilities and Accountabilities

- To meet regularly with Customers to review the level of service delivery, to identify areas of continuous improvement opportunity and to resolve all issues that have escalated beyond the first line of his/her management responsibility.
- Working closely with AFM operational delivery teams and the Customer Service Centre through a one team approach, ensuring constant information flow and regular internal contract review meetings
- Participate in company initiatives to develop and refine contract management processes, information systems and associated technologies.
- Ensure the timely preparation of all pricing and contract renewal documentation for adjudication by the SMT.
- Establish and develop long-term business opportunities with existing and potential customers.
- The management of multiple bids from receipt to submission including coordinating responses from multiple stakeholders, ensuring deadlines are met.
- Preparing innovative tender submissions ensuring we create the difference that sets AFM apart from our competition.
- Ensure adherence to Company Policies and procedures, particularly those supporting the whole sales process.
- Maintain the security and confidential status of all data and conduct all activities in a professional manner at all times.
- Review and understanding of tender documents highlighting key aspects, requirements and areas of risk together with mitigation.
- Assess tender information and organise quotations from external suppliers/sub-contractors and resolve any queries that arise including technical and commercial compliance.
- To ensure that all assumptions/exclusions are fully detailed both internally and externally to the customer within the quotation document.
- To generate and ensure a healthy, credible and robust sales pipeline for AFM
- To provide accurate and reliable sales performance forecasts and conversion rates

Relationship Management

- Ensure that client relationships are developed and maintained across the portfolio.
- Develop a detailed understanding of client needs and plans to proactively support their business and add value to their future strategy.
- Develop a regular reporting, contact strategy and communication plan for our clients aligned to their needs.
- Production, presentation and implementation of Key Account Plans.
- Develop relationships with key existing Customers with to view to enhance and add to current service offering and extend contract duration.
- Maintain relationships with clients, suppliers and subcontractors.



Build Trust and Openness

- Be a trusted advisor to key clients whilst protecting AFM's business objectives and reputation.
- Nurture relationships both internally and externally by being open, honest and supportive.
- Ensure added value to our clients through frequent engagement, including the conducting of regular building inspections to audit our work and provide recommended improvements for AFM Operations and for the client.
- Disseminate and promote Company culture, strategy and values to all levels of the business and externally as appropriate.

Champion Service Excellence

- Ensure all contracts are successfully initiated and executed and oversee adherence to SLAs throughout the contract lifecycle.
- Work in conjunction with the Senior Management Team (SMT) to develop service plans and key delivery objectives in order to meet the ongoing and changing needs of stakeholders and clients.
- Ensure contract knowledge is shared and the contract management approach is harmonised pan-island.
- Be a central point of contact and escalation route for clients.
- Promote accurate and timely communication across the business.
- Develop contractual reporting alongside the Customer Service Desk in line with client expectations and SLAs.

Leadership and People Management

- To support the development of a customer focused and performance-led culture.
- To focus on the expected team behaviours for achieving significant results and outcomes for the business, helping AFM to maintain its leading edge status within the industry and our reputation with our customers.
- To consistently deliver the companies "Management Expectations" successfully across all key areas, managing and supporting individuals and teams that are under their control to meet and exceed business performance targets.

Financial, Commercial & Risk Management

- Ensure all costs are monitored and that contracts operate within agreed budget.
- Lead contract reviews together with the SMT to ensure optimum delivery and financial success.
- Support the debt reconciliation & invoicing process.
- Complete a labour load of assets to determine labour requirements to tender specified schedules
- Highlight to Senior Management potential risk areas, e.g. Liquidated Damages, Bonds or Parent Company Guarantees and in particular, payment terms.
- To manage and understand the impact on risk and cover all aspects to protect the interests of self, others and the business.
- Ensure contracts are regularly reviewed ensuring AFM are recovering all our contractual entitlements
- Ensure all contractual uplifts are applied in line with commercial agreements
- To clearly communicate the different forms of contracts, their interpretation and the legal requirements.
- To negotiate and establish agreed terms and conditions for engagement and secures win-win settlements.

Key Requirements

- Be an ambassador for AFM, demonstrating professionalism and integrity at all times.
- Have a passion for customer excellence.
- Be an agent for change and continuous business improvement
- Be a team player who supports their colleagues and the wider business as a whole.
- Exceptional written and verbal communication skillset that can adapt to engage effectively at all levels.
- Thorough working knowledge of facilities management and associated procedures and systems.
- A high level of financial acumen and understanding including profitability, cost control and debt collection.
- Sound commercial and financial awareness, for both clients and AFM.
- Strong understanding of health and safety, statutory and mandatory building compliance requirements.
- Highly skilled in the use of IT and all Microsoft Office applications.



- Building Services related qualifications and experience desirable.
- A requirement to travel occasionally between the Channel Islands and the UK to represent the company.
- Some driving is required. A valid, clean driving license is essential.
- Successful completion of the PES (Pre- employment Screening) is mandatory due to the nature and sensitivity of our working environments.

The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.