



ROLE PROFILE

Account Manager - Business Development and Sales

An opportunity has arisen to join our growing railway engineering business.

Following a period of sustained expansion, we are looking to support our future growth ambitions by appointing an Account Manager within our Business Development function. This is an exciting time to join our organisation, as we have incorporated interesting, market-leading and cutting edge technologies, such as additive manufacturing (3D printing), Industrial Internet of Things (IIoT), Remote Condition Monitoring (RCM) and Condition Based Maintenance (CBM). We also have some new innovations and services from our parent organisation, including leading expertise in railway infrastructure and hybridisation.

We are part of the leading mobility and logistics corporation, Deutsche Bahn, with some 296,000 employees globally and representation in more than 130 countries. This provides you with the opportunity to develop and shape your career in a global, market leading corporation.

Our people are the key to our success. If you believe that you have the skills to help contribute to our future, then please get in touch.

CONTEXT:

DB ESG, a subsidiary of DB Systemtechnik, the largest railway consultancy in Europe, offers a range of engineering services and solutions to the UK rail sector. Our expertise lies in railway rolling stock, including design, maintenance optimisation, upgrades / refurbishment, heavy maintenance and repair specifications, life extension, operating cost reduction, deployment of technologies, project management, failure investigation and safety improvements.

ROLE PURPOSE:

Reporting to the Business Development Manager, the Account Manager will support and grow UK business in existing markets with existing customers whilst also developing and expanding products & services into new markets with new customers.

The role will work to support business unit growth with a particular focus on the products and services of the DB ESG Consultancy Business Unit as well as sister company Railway Approvals Limited and as such will support achievement of their ambitions and targets.

The Account Manager will also be required to work collaboratively with colleagues of our parent company DBST.

ACCOUNTABILITIES:

1. **Strategy.** Contribute to the development and ongoing implementation of the DB ESG strategy to achieve the orders, sales and EBIT commitments. Support the identification

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of new revenue streams, solutions, markets and customers. Identify industry trends, market spend, competitor activity and potential market share. Consideration also to be given to the liaison with Railway Approvals, DBST and other DB subsidiaries to leverage their experience and capabilities into the UK market.

2. **Execution.** Execute, for the areas of responsibility, the day-to-day activities associated with positioning the business and identifying opportunities in-line with the areas of responsibility as specific strategic initiatives. Ensure effective communication at all levels. Develop new market segments and new customer accounts aligned with the strategy and focus of the role. Primary focus will be the UK market however there may be a requirement for involvement in markets overseas and hence travel could be necessary. Represent the business in a professional manner at industry events and functions.
3. **Leadership.** Work collaboratively with the other members of the Business Development team to promote and position the business effectively in the chosen markets. Lead engagement and development of specific accounts in an Account Manager role. Develop existing or new accounts and business streams as market demands change. Work in conjunction with the Business Development Manager and other DB ESG stakeholders, to maximise the effectiveness of our overall market management.
4. **Opportunities.** Support the Business Development Co-ordinator to maintain a live database of business opportunities and bids (pipeline) along with accurate scope information, customer requirements, etc. Prepare and present as necessary opportunity governance papers, lead and / or support the development of proposals as necessary. Work with the Engineering Delivery Manager of the Consultancy Business Unit to understand existing pipeline, areas of emerging resource availability and engage with customers to address order shortfalls.
5. **Market intelligence.** Monitor, identify and provide regular market intelligence to ensure the company maintains current knowledge of latest industry developments and market trends. Provide commentary on how this might affect business opportunities.
6. **Monitoring and reporting.** Provide timely regular reporting at all levels in accordance with the governance process, including customer feedback.
7. **Customer Relationships.** To exploit opportunities, facilitate and develop relationships with target customers and continuously improve the company's relationship with all stakeholders. Develop and maintain account plans.
8. **Partnerships.** Utilise industry knowledge to identify, evaluate and engage potential partners with complementary offerings in technical and non-technical areas.

PERFORMANCE TARGETS:

- Development of new customers and revenue streams

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- Secure opportunities that fit with the DB ESG strategy
- Increase opportunities with existing customers
- Secure opportunities for new revenue streams with new or existing customers
- Support the achievement of the business sales targets, with a particular focus on the Consultancy Business Unit

KNOWLEDGE SKILLS & EXPERIENCE:

- In depth knowledge of the rail industry
- Significant sales, account management or business development experience
- Proven success in business development for existing and new products and markets
- Proven communication skills: written, verbal, planning, visualisation, presenting
- Good understanding of commercial relationships

COMPETENCIES:

- Demonstrable understanding of the characteristics of the railway market, asset base, customer groups, authorities and supply chain
- Effective networking skills and ability to develop contacts in key customer groups
- Self motivated with a drive to contribute to the development of a successful business

POSITION IN ORGANISATION: This position reports to the Business Development Manager.