

INFORMATION & RELATIONSHIP MANAGER (IRM)

Salary Group	Technical or Functional Executive
Why your role is important	As Information and Relationship Manager you play a crucial part in the success of the business working across a range of contracts and tasks. You are responsible for the creation and maintenance of content to provide customers with the business support information that they require, building strategic relationships with stakeholders and carrying out research to provide insights to contribute towards the success of the business.

MAIN RESPONSIBILITIES AND KPI'S

- Always uphold the ART of UMi in all that you do.
- When you see an opportunity to do so, use your skill, experience, and personal characteristics to support projects and activities outside of your core role.
- Be an advocate of UMi through active involvement in promotional and marketing activity and through broader networking and introductions.
- Uphold our commitment to people, planet and profit by consistently operating to UMi's policies, standards and ethics.
- Establishing and maintaining relationships with a range of external partners to help generate new customers, raise awareness of our services, discover new content and develop ongoing partnerships work, such as blogs, webinars or training, through email communication, virtual meetings and occasionally face to face meetings.
- Use and analyse data to provide insights into gaps in information for customers and to provide detailed reports to stakeholders.
- Creating, reviewing and maintaining written content using a Content Management System, including communicating with providers, cross-referencing information and using a tagging system to sort.
- Using research skills to complete tasks with specific briefs liaising with a range of individuals and teams across the business.
- Managing a shared inbox and carrying out proactive research to stay up to date with the business support landscape across the UK.
- Support advisers in answering questions based on customer enquiries and carrying out further research to resolve the query where necessary.
- Providing details reports on engagement and be able to demonstrate the value this has provided



THE ART OF UMi

Our values and beliefs

- **Adventurous** – our adventures take us far and wide – they’re tough and exciting but we are fearless and open-minded about where they might lead.
- **Responsible** – we share a collective responsibility to each other, respect the world we live in, and we keep our promises.
- **Togetherness** - We can achieve more together than we can apart, and we know that businesses are more than just bricks and mortar or numbers on a spreadsheet – they’re powered by people.

YOUR ROLE WITHIN UMi

- Team: Business Support Service / Virtual Services
- Your Manager: Team Leader (Business Support Service)
- Reports: None

THE ESSENTIAL THINGS YOU NEED

- Excellent communications skills, both written and verbal, and strong presentation skills.
- Influencing and relationship building skills with the ability to maintain these relationships.
- The ability to think strategically about what might benefit a contract or the business.
- Excellent attention to detail and the ability to read, copywrite and proof significant volumes of copy and articles.
- Demonstrable understanding of the business support landscape in the UK and the needs of small and medium businesses.
- A proactive work ethic with the ability to work under your own initiative.
- Ability to work flexibly across a range of tasks to given deadlines.
- Proficient in technology and the ability to use and analyse data.

THE THINGS THAT ARE NICE TO HAVE

- Previous experience of managing information through a Content Management System and copywriting articles.
- SFEDI Level 7 qualification in a multichannel environment (or working toward – to be achieved within 12 months of employment in role).
- Qualification in a relevant business or information management discipline.
- Primary and secondary market research skills
- Experience of using Umbraco, PowerBI or Microsoft Dynamics

YOUR SIGNATURE

MANAGER'S SIGNATURE