



Earlham Institute

Decoding Living Systems

Key Account and Sales Manager

RECRUITMENT PACK



Who we are.

The Earlham Institute is a hub of life science research, training, and innovation focused on understanding the natural world through the lens of genomics.

Embracing the full breadth of life on Earth, our scientists specialise in developing and testing the latest tools and approaches needed to decode living systems and make predictions about biology.

The Earlham Institute is based within the Norwich Research Park and is one of eight institutes that receive strategic funding from UKRI Biotechnology and Biological Science Research Council (BBSRC), as well as support from other research funders.

[earlham.ac.uk](https://www.earlham.ac.uk)



The Earlham Institute is a registered charity (No.1136213), strategically funded by the Biotechnology and Biological Sciences Research Council.



Our vision and mission.

We are building a future where the biology of any organism can be understood by analysing its genome.

The Earlham Institute's mission is to decode the scale and complexity of living systems so we can understand, benefit from, and protect life on Earth.

Bringing together multi-disciplinary expertise in the life sciences with engineering, computational science, and biotechnology, we are:

- Answering fundamental and important biological questions
- Pioneering the development of new technology and enabling resources
- Using our unique skills, knowledge, and infrastructure to address global challenges
- Training the next generation of scientists and upskilling the community
- Collaborating with academia and industry to realise the impact of our science
- Engaging with policy makers, the public, and stakeholders about our science

To read more, see

earlham.ac.uk/our-vision-and-mission



Our Commitment to Equality, Diversity, and Inclusion.

The Earlham Institute and Earlham Enterprises Ltd together are strongly committed to being a force for change with reference to furthering Equality, Diversity and Inclusion. We welcome applications from anyone regardless of ethnicity, heritage, disability, gender, sexuality, religion, socio-economic background or other differences.

We are committed to inclusive working practices.

During the application process we commit to:

- paying for childcare and care costs whilst you are at interviews
- paying for your travel costs to the office and back for interviews
- making any reasonable adjustments – for example ensuring we have a sign language interpreter organised in advance if you'd like them
- providing this document in a Word document format readily available to download
- offering a guaranteed first stage interview for disabled candidates who meet the minimum requirements for the role.

You can find more about our Group's commitment to Equality, Diversity, Inclusivity and Accessibility on our parent company website.

If there is anything else you are concerned about or think we could provide, please let us know.



About the role.

Thank you for your interest in the role of Key Account and Sales Manager at the Earlham Institute (EI).

The Earlham Institute is at the forefront of genomic research, dedicated to decoding the complexities of living systems to benefit and protect life on Earth. Our multidisciplinary team integrates life sciences, engineering, computational science, and biotechnology to address critical global challenges such as sustainability, biodiversity loss, food security, and human health. We collaborate with leading academic institutions, industry partners, and policy makers to ensure our research translates into tangible societal impacts. Committed to fostering the next generation of scientists, we provide cutting-edge training and engage actively with stakeholders to amplify our scientific advancements.

Earlham Institute is committed to deliver a strategy aiming to grow and diversify funding to the Institute. The aim of this strategy is to ensure a sustainable funding model that will allow us to double the headcount over the next 10 years, and to continue to be competitive on an international level. One of the areas where we see an opportunity is to grow commercial income. Key Account & Sales Manager will play a pivotal role in driving revenue growth through strategic sales planning, effective customer engagement, and relationship management.

This role will support the work of the Earlham Enterprises Ltd, a wholly-owned subsidiary of the Earlham Institute that serves as a key conduit for translating the Earlham Institute's innovative research into real-world applications. Earlham Enterprises Ltd delivers premium genomic and computational research services, catering to small and medium-sized businesses as well as large multinational organisations.



Key relationships.

Internal

Reporting to the Head of Business Development and Impact, the Key Account & Sales Manager will be a member of the Operations Division and will work closely with other members of the Business Development and Impact Team, Technology Platforms staff, and Senior Management Team members. The post holder will work closely with institute support functions such as contracts and finance.

Main activities and responsibilities.

- **Develop Sales Strategies:** Create and execute effective sales strategies for existing products and services, and lead on developing new products and services and sale strategies to drive revenue growth. Conduct annual price benchmarking and competitor analysis to identify the unique selling points
- **Customer Engagement:** Provide up-to-date technical service updates to both new and existing customers, ensuring their needs are met and exceeded.
- **Lead Generation & Conversion:** Identify and cultivate leads, convert prospects into sales, and secure repeat business through strong relationship management.
- **Negotiation & Agreements:** Lead negotiations for service agreements, ensuring favourable terms and fostering long-term customer relationships.
- **Process Optimisation:** Streamline sales and project management processes, maintaining accurate forecasting, budgeting, and resource allocation.
- **Project Administration:** Oversee commercial project administration, ensuring timely management and comprehensive reporting.
- **Cross-Functional Collaboration:** Partner with technical and operational teams to deliver an exceptional customer experience. Coordinate the marketing and sales focus between the individual teams providing services and communications team.
- **Team Leadership:** Motivate and guide internal teams to achieve lead conversion and account management targets aligned with the sales plan.
- **Sales Campaigns:** Implement and manage sales campaigns in collaboration with the communications team to enhance market presence.
- **Commercial Intelligence:** Adhere to best practices for tracking, recording, and analysing commercial data to inform strategic decisions.
- **Stakeholder Reporting:** Assist the Head of BDI in reporting team KPIs and performance metrics to stakeholders.



Person Specification.

Education and Qualifications

Required:

- Bachelor's degree in Biological Sciences, Life Sciences, or a related field.
- Significant and relevant work experience in the life science sector.

Desirable:

- Master's degree or higher in Business Administration, Marketing, Life Sciences, or a related discipline.

Essential experience

- Extensive experience in consulting, commercial operations, sales support, or related roles within the biotech, healthcare, or genomics industries.
- Demonstrated track record of driving operational efficiency and achieving commercial targets.
- In-depth understanding of current genomics technologies, their applications, and the broader life sciences and genomics market.
- Advanced proficiency in CRM software and other sales-related tools.

Interpersonal and Communication Skills

- Strong analytical and problem-solving abilities with the capacity to interpret data and make informed decisions.
- Excellent verbal and written communication skills, capable of building and maintaining relationships with diverse stakeholders.
- Proven ability to work both independently and collaboratively in a fast-paced, dynamic environment.
- Proactive, positive attitude with the initiative to take action while exercising sound judgment and tact.

Additional Requirements

- Willingness to travel extensively within the UK and internationally for client meetings, conferences, and events.
- Availability to work outside standard working hours as needed to meet business demands.
- Ability to attend and host events, representing the Earlham Enterprises Ltd and the Earlham Institute professionally.

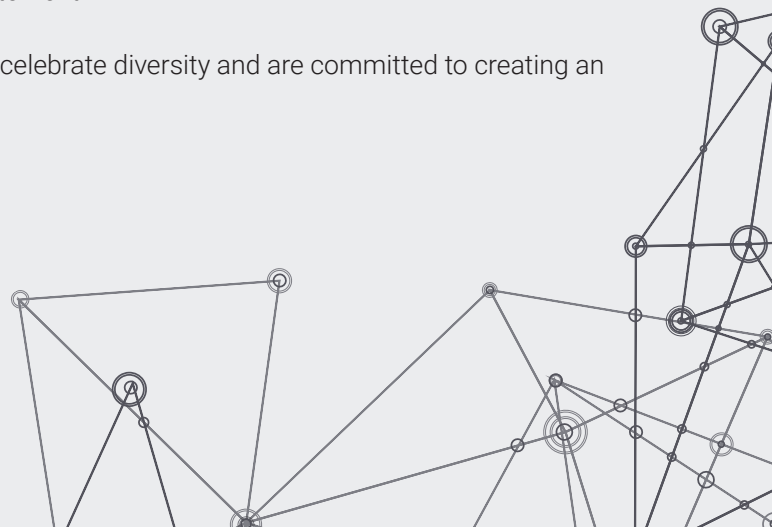
How to apply.

Application is by CV and up to two-page supporting statement.

Earlham Institute is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Applications close:

23:59 GMT on Friday 10th January 2025.





Why join us.

Located within the prestigious Norwich Research Park, the Earham Institute is part of a world-renowned bioscience hub with expertise spanning plant and microbial sciences, interdisciplinary environmental studies, and food, diet, and health research.

We are driven by a passion for applying our expertise to solve critical industrial challenges, from enhancing global food security to improving the health of humans, animals, and plants.

Our work also supports impactful initiatives in the charity, conservation, and environmental sectors, delivering meaningful solutions to complex global problems.

At the Earham Institute, you will be part of a collaborative and innovative environment that values scientific excellence and commercial acumen.

We offer:

- **Competitive Salary & Benefits:** Salary range: £55,500 - £61,300 plus commission. Comprehensive compensation package including health benefits, retirement plans, and performance bonuses.
- **Professional Development:** Opportunities for ongoing training, career advancement, and participation in cutting-edge projects.
- **Inclusive Culture:** A diverse and inclusive workplace that encourages creativity, teamwork, and mutual respect.
- **Impactful Work:** Contribute to meaningful projects that address global challenges and drive scientific and commercial success.



Norwich Research Park.

We are partner Institute of the Norwich Research Park.

Situated on a campus that stretches across 1 kilometre, the Norwich Research Park is a world leading location for research, innovation and business.

The park is home to six research organisations: the Earlham Institute, John Innes Centre, The Sainsbury Laboratory, the Quadram Institute, the Norfolk and Norwich University Hospital, and the University of East Anglia.

For more on Norwich Research Park see:

norwichresearchpark.com



Living in Norfolk.

Norwich is an historic city with a rich culture of art, literature, and sport. This 'city of stories' is also a hub of research excellence - home to some of the leading scientific centres in the UK.

With regular trains to Cambridge and London, plenty of city bus routes, and an international airport, the city is well-connected. Consistently voted as one of the best places to live and happiest places to work in the UK, you're sure to fall in love with Norwich and create your own stories here.

www.earlham.ac.uk/living-norfolk



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