

Partnerships / Key Account Manager – Financial Services

27 May 2021

Introduction

Thank you for considering this role at Fair4All Finance. As we continue our exciting growth plans in 2021 to deliver on our ambitious goals and strategy, we're looking for an energetic Key Account Manager to join our Systems Change and Impact team.

We have put together this job pack to give you some insight about us and what it is like to work here, as well as some understanding about the role we have on offer and the skills and experience we are looking for.

You will be joining a talented and driven team overseen by a committed and impressive board. [Our high calibre team](#) is drawn from a range of backgrounds spanning CEO, Partner and Director roles within financial services institutions through to leaders in impact investing and social purpose organisations. The reach and influence of our team makes this an exciting place to work and enables us to engage important stakeholders at the highest levels.

About Fair4All Finance

Fair4All Finance has been founded to increase the financial wellbeing of people in vulnerable circumstances by increasing access to fair, affordable and appropriate financial products and services.

Fair4All Finance was established in 2019, in response to the government's commitment to allocate dormant assets money to financial inclusion initiatives.

Our vision is of a society where the long-term financial wellbeing of all people is supported by a fair and accessible financial sector.

Our mission is to increase the financial resilience of people in vulnerable circumstances by providing access to fair, affordable and appropriate financial products and services.

Our first focus area is improving access to affordable credit. Our aim is to build capacity in the affordable credit sector with a combination of financial support, capability development and ecosystem development programmes. We are committed to pursuing other innovations that meet the needs of people in vulnerable circumstances and will in the future be launching programmes on insurance and savings.

You can find further information on our latest activities and strategy in our most recent [newsletter](#).

Our values

We are Inclusive

We want to work in partnership with others who have experience and expertise and share what we have; we do not want to duplicate work done by others

We are Transparent

We are open and invite contribution in all we do

We are purpose orientated

The needs of people in vulnerable circumstances are at the heart of everything we do

We have a service mentality

We operate with humility and provide a practical commercial service to those seeking to improve financial inclusion

We are agile and innovative

We iterate potential solutions rather than designing for perfection

We work holistically

We seek to understand the problems we are trying to solve from both the viewpoint of the whole system and the individual effected.

Benefits

We provide a salary and benefit package that is competitive within the UK social and public sectors, and comparable with many aspects of the financial services sector. We refreshed our entire approach to reward and benefits in 2020 and believe that we have created a package that is progressive, addresses the needs of our team and looks after financial, physical and mental wellbeing needs. Our family and flexible working policies are designed to ensure we are inclusive in our approach to work.

Financial security

- pension scheme to enable you to provide appropriately for your retirement, with employer contribution matching two to one up to 12% employer contribution
- Life assurance, critical illness and income protection cover
- Payroll savings and interest free cost spreading loans

Health and wellbeing

- Health cash plan with everyday health cost reimbursement
- Employee Assistance Programme with access to counsellors or other professionals over the phone or face-to-face 24 hours a day, 365 days a year
- Informal and formal flexible working

Holidays

- 27 days plus bank holidays and additional wellbeing days
- Opportunity to purchase up to 10 further days holiday

Family friendly

- Enhanced shared parental leave policies available immediately to all team members

In 2021, we will review our approach to recognition and further develop our learning and development strategies and ways of working.

Partnerships / Key Account Manager – Financial Services

Location	London or home working (currently the team are home working due to Covid-19; when government rules allow, this role-holder will be expected to spend regular time in the London office and at client meetings)
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Accountable to	Director of Strategy and Policy
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Terms	Full-time, open to job shares and flexible working Salary: £48,000 - £53,000 depending on experience All applicants must have an existing Right to Work in the UK
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Role purpose

This is an exciting opportunity for someone who wants to help transform the way financial services serve people in vulnerable circumstances in the UK. Fair4All Finance is working with key organisations in the mainstream financial services sector to ensure that customers in vulnerable circumstances have access to financial products and services that improve their wellbeing.

We're looking for someone who understands the financial services industry and shares our passion to improve people's lives through access to financial products and services.

The overall purpose of this role is to build relationships at senior levels in mainstream financial services firms to drive partnerships that help shape the provision and development of financial products and services for people in vulnerable circumstances. This will be partly through developing a deep understanding of best practice, the barriers and enablers to extending provision and working to secure commitments to continual improvement to the contribution made by mainstream financial services organisations to serving this customer group. The partnerships we develop will also be an exchange, where we'd like to share best practice from mainstream banks to support the community finance sector to get to scale.

The role holder will understand the drivers of financial inclusion across the financial services industry and will be able to express a vision for financial services which appropriately serves all customers in the country.

This role is an important part of our cross-sector approach. The role holder will share good practice in supporting people in vulnerable circumstances from the community finance sector and promote its uptake by mainstream financial services firms; they will also facilitate the exchange of delivery know-how at scale from mainstream providers to affordable lenders.

The role will build on existing strong networks across the financial services industry held by the Fair4All Finance executive team and board, including through key industry touch points such as through the Financial Inclusion Policy Forum.

Your responsibilities

This role will be key to Fair4All Finance's engagement with the financial services industry, working closely with the leadership team and the board. The role holder will be expected to hold relationships with senior leaders in financial services (Eg Director and Head of level), to work with them to identify where we might be able to work together on improving outcomes for customers in vulnerable circumstances. The ultimate objective of these conversations would be to secure strategic partnerships with financial services organisations, to surface and deliver on opportunities for collaboration that leverage the shared resources of both the organisation and of Fair4All Finance on the design of products, systems and processes to support customer financial wellbeing.

We've just drafted our engagement strategy for the way we will partner with banks, outlining the key barriers and opportunities over the next twelve months. This role will be key to operationalising that work by building highly impactful partnerships with senior financial services leaders in relation to their financial inclusion and ESG agendas. Our existing relationships with key individuals means this role will be able to hit the ground running in building on those connections and responding to increased appetite for social impact and responsible finance across mainstream providers.

In this role your focus will likely be split across some key areas of work:

Mapping the landscape of financial services and their support for customers in vulnerable circumstances

- Understand the operating environment for financial services organisations, their relative positions and the latest regulatory and policy changes that impact their operating context
- Understand what great looks like in product provision for customers in vulnerable circumstances
- Understand the barriers and enablers to increasing provision

Strategic relationship planning and management

- Own key accounts plan management in the mainstream financial services sector, being the first point of contact for Fair4All Finance, interfacing across levels in that organisation
- Identifying the most appropriate team within Fair4All Finance to bring in expertise where relevant to collaborate on projects and sustain deep and trusted relationships
- Set out a clear account plans for key providers with timelines and milestones
- Build a network of influencers, including the board of Fair4All Finance, to work with in relationship building
- Work with Fair4All Finance colleagues to develop insights, research, products and partnerships to support mainstream providers

Building partnerships that surface opportunities and commitments to action

- Clearly communicate and build a shared vision for financial inclusion with key commercial providers

- Identify opportunities, building and actively managing an opportunity pipeline for joint projects with financial services organisations to progress a financial inclusion agenda
- Secure commitments to achieve mutual goals and where appropriate own the delivery of these projects or leverage the expertise of the rest of the Fair4All Finance team

Success in this role will be indicated by tangible commitments being made by our partners in the financial services industry that improve product provision and ultimately outcomes for customers in vulnerable circumstances. The availability of fair and affordable financial products and services is a key element of how we measure our social impact.

Person specification

Essential experience and capabilities include

To be successful you will:

- Have a passion for our mission to increase the financial resilience of people in vulnerable circumstances through increasing access to fair and affordable financial products and services
- Have an understanding of Environmental, Social and Corporate (ESG) frameworks and CSR initiatives within a mainstream financial services provider environment and the implications of these imperatives on partnership working with not for profit organisations
- Understand the broad trends in financial services industry and key business drivers
- Be able to understand a complex policy landscape and to synthesise disparate information in order to communicate clearly
- Demonstrate the ability to form successful collaborative partnerships with senior stakeholders
- Evidence of strong oral and written communication skills and self-assurance working alongside and presenting recommendations at an executive level within organisations
- Understand of financial inclusion and how products and services result in an improvement in outcomes for customers
- Have a working knowledge of stakeholder mapping techniques and account planning tools, particularly Microsoft Dynamics
- Have direct financial services product or services experience

Desirable experience and capabilities include

It would be great if you also:

- Have existing knowledge of financial services regulation
- Have existing knowledge of and experience in impact investment reporting, ESG reporting, CSR reporting

Personal characteristics

We'd expect you to:

- be able to deal with complexity and uncertainty and work under your own initiative
- adopt innovative and creative approaches to problem solving with multiple stakeholders
- be great at building relationships at all levels
- enjoy innovative and experimental ways of team working
- be hands-on, execution-oriented. Willing and able to drive progress of existing projects as well as planning the delivery of new activities
- be resilient and calm under pressure
- act with a high sense of urgency when required

- seek continued learning and development
- have strong listening skills
- have fun at work! We're a small and passionate team and we're excited to be able to work with like-minded people to drive change

Terms of employment

All applicants must have an existing Right to Work in the UK.

Fair4All Finance is committed to being a diverse organisation that is truly representative of the people and communities we serve. We are an equal opportunities employer with an inclusive environment where different experiences, expertise and perspectives are valued, where everyone is encouraged to grow and develop and all team members can contribute to their fullest potential.

Applications are welcome from people of any age, sex, gender identity, disability, marriage or civil partnership, pregnancy and maternity, religion or belief, race, sexual orientation, transgender status or social economic background. We are determined to ensure that all team members and applicants receive fair and equitable treatment or are not disadvantaged by any inappropriate conditions or requirements being placed on them.

When we are recruiting, we actively seek to reach a diverse pool of candidates. We are happy to consider any reasonable adjustments that potential team member may need to be successful. We recognise the importance of a good balance between work and home life, so we do everything we reasonably can to accommodate flexible working.

Applications

The role will close on Monday 21st June at 9am. Please apply <https://fair4allfinance.org.uk/work-with-us/>

After the job advert closes, your answers will go through a sift process: randomising and anonymising answers to take out individual information that could add biases into hiring decisions. This enables application reviewers to review each answer objectively. People scoring the applications will not have seen your CV at this stage of the process so please try your best to answer questions with specific examples and without simply rephrasing your CV, which they will review later in the recruitment process.

All Fair4All Finance team members are currently working from home. We will be as flexible as possible in light of any COVID-19 priorities and challenges which you may be facing.