

# Job Description: Engagement Manager

**Department:** Customer Success

**Reports to:** Head of Customer Success

## Position Overview:

The Engagement Manager at Admit One leads customer-facing engagement throughout the project lifecycle — from discovery to handover — ensuring alignment with customer needs, satisfaction, and long-term success. This role is both strategic and hands-on, combining relationship management, project coordination, and commercial awareness.

In the absence of a dedicated sales team, the Engagement Manager also supports the business development lifecycle, from lead generation to deal closure. The role is ideal for someone who thrives on building relationships, translating needs into solutions, and driving growth through exceptional delivery.

## Key Responsibilities:

### **Customer Engagement & Relationship Management:**

- Act as the primary point of contact for customers during onboarding and delivery.
- Build and maintain strong relationships with key customer stakeholders.
- Lead onboarding sessions and ensure customers understand the product and services.
- Provide regular updates, manage expectations, and support demos.

### **Discovery & Requirements Gathering:**

- Lead discovery sessions to gather and document customer requirements.
- Translate customer needs into clear briefs for internal teams.
- Collaborate with Product and Project Managers to ensure delivery aligns with expectations.
- Document requirements and handover notes for internal use.

### **Commercial Ownership & Sales Support:**

- Generate and qualify new business opportunities through proactive engagement.
- Develop tailored proposals and pricing models based on customer needs.
- Lead deal negotiation and closing, ensuring alignment with company goals.
- Identify upsell opportunities within existing accounts.
- Maintain CRM records and manage the opportunity pipeline.

### **Project Coordination & Delivery**

- **Coordinate with Project Managers to align timelines and delivery milestones.**
- **Facilitate User Acceptance Testing (UAT) and ensure customer requirements are met before deployment.**
- **Monitor project progress and address issues to ensure alignment with expectations.**

### **Stakeholder Communication:**

- Provide internal updates to stakeholders including the COO, Product Analyst, and Customer Success Manager.
- Collect and analyse customer feedback throughout the project lifecycle.

### **Post-Project Support and Handover:**

- Ensure smooth handover to Customer Success post-delivery.

- Maintain ongoing relationships and monitor satisfaction post-implementation.
- Continue engagement to identify new requirements or opportunities.

**Documentation & Knowledge Sharing:**

- Contribute to onboarding guides, customer-facing FAQs, and demo scripts.
- Provide feedback to the Technical Author on documentation clarity and usability.
- Flag gaps in documentation that impact customer understanding or delivery quality.

**Skills and Competencies:**

- Strong customer service orientation and relationship-building skills.
- Excellent communication and presentation abilities.
- Proven experience in customer engagement, onboarding, or account management.
- Ability to translate technical concepts into customer-friendly language.
- Familiarity with agile delivery and software development processes.
- Commercial acumen and ability to manage the full sales lifecycle.
- Organisational skills to manage multiple accounts and projects simultaneously.
- Problem-solving mindset and ability to address customer concerns effectively.
- Technical understanding of software products and ability to communicate with non-technical audiences.
- Desirable: Experience contributing to or managing support documentation.

**Reporting Lines:**

**Reports to:** Customer Success Manager

**Works closely with:** Product Analyst, Project Manager, Technical Leads, Development Teams, Support Engineers, Marketing Team, COO