

November 2017

Thank you for your interest in the post of Sales Manager. Please find attached the following information:

- Job details
- Person specification
- General Terms & Conditions of Employment

If you would like to apply for this position, please submit a detailed CV and covering letter either in writing or by e-mail to:

Katharine Osborne
The Edward James Foundation
West Dean
Chichester
West Sussex
PO18 0QZ

Email: Katharine.osborne@westdean.org.uk
Tel: 01243 818313

Closing date for applications: 11th December 2017

We endeavour to respond to all applicants in a timely manner. If, however, you do not hear from us within two weeks of the closing date, please assume that your application has been unsuccessful on this occasion.

JOB DESCRIPTION

JOB TITLE	Sales Manager
DEPARTMENT/DIVISION	Marketing and Commercial
LOCATION	West Dean College
REPORTING TO	Group Head of Marketing and Commercial
MAIN PURPOSE OF JOB	<p>To manage the sales team, ensuring that all revenue opportunities are maximised and all enquiries and bookings receive an excellent level of customer service.</p> <p>Sales responsibility include the integrated education offering, and other revenue activities associated with the Venue such as conferences and private hires, events, bed and breakfast, and visitor attraction</p>

GENERAL DUTIES AND RESPONSIBILITIES

Student Recruitment

1. Support the Group Head of Marketing and Commercial with proactive sales management as part of the process of Student recruitment and in line with the College's student intake plan for the integrated student offering.
2. Work with the Group Head of Marketing and Commercial to provide customer input into the overall student recruitment campaign
3. Manage the sales team effectively to ensure that all enquiries are processed effectively and efficiently referring appropriate students to the correct channel.
4. Proactively engage with the Student Recruitment programme through a hands on delivery of operational activities.
5. Work in collaboration with Academic Registry to ensure synergy and alignment of overall direction and operational activities.

Venue Activities

1. With the Group Head of Marketing and Commercial agree sales targets across the venue activities.
2. Lead on sales activity and ensure that sales targets are achieved or exceeded in all areas and are translated into operational activities for sales team members.
3. Engender a culture of cross selling within the sales team and increased awareness of the Foundation's activities, ensuring this is balanced with the Foundation's brand and reputation.
4. Convert front line customer insights into increased sales and bookings.
5. Use data to keep the sales team regularly informed of current sales progress and position.
6. Keep updated with changing markets, building in adaptability to the customer offering.



Reporting

1. Deliver, evaluate and report on the sales team's activity against agreed targets.
2. Provide regular reporting and evaluation on sales activity, results and trends to Group Head of Marketing and Commercial.
3. Maximise the use of customer data systems to ensure that all sales initiatives can be effectively monitored, evaluated and reported.
4. Extract and share with the sales team intelligence from customer data to inform future activity.

Management of the Sales team

1. Motivate and manage the sales team on a daily basis
2. Maintain a culture of exceptional customer service, leading on process efficiency and development.
3. Manage all staffing issues for the sales team. Liaise with Human Resources in respect of individual matters, including disciplinary, performance and welfare issues.
4. Plan and carry out staff induction, training and performance management in co-operation with Human Resources.

General

1. Build and maintain excellent working relationships, both internally within West Dean, and with external stakeholders.
2. Undertake any other duties as may be reasonably requested by the Group Head of Marketing and Commercial.

This job description is subject to regular review in consultation with the post holder.

PERSON SPECIFICATION

Qualifications

- Relevant qualification demonstrating business and/or commercial awareness.

Work Experience

Essential

- Extensive experience of working in a sales and customer service focused environment.
- Experience of managing high performing teams.
- Experience of working with a CRM or customer data systems.
- Strong track record of increasing revenue streams.

Desirable

- Experience of working within the higher education or heritage and/or creative sector.

Skills and Knowledge

Essential

- Demonstrable business acumen with a clear understanding of marketing and its relationship with sales delivery.
- Excellent organisational skills.
- Excellent verbal and written communication skills.
- Ability to demonstrate negotiation and influencing skills.
- Solid people management skills.

Personal Characteristics

Essential

- Customer centric attitude.
- Ability to lead and be part of a team.
- Ability to work using own initiative within guidelines.
- Ability to prioritise and work under pressure.



GENERAL TERMS AND CONDITIONS OF EMPLOYMENT

Contract:	Permanent, full or part time.
Duties:	As attached job description.
Salary:	£32,000 (FTE) per annum payable monthly in arrears by BACS transfer.
Hours:	Full or part time Full time - 35 hours per week. Part time – to be agreed
Holidays:	36 days per holiday year (1 October to 30 September) inclusive of Bank Holidays. (Pro-rated for part time hours).
Benefits:	Contributory pension scheme, childcare vouchers, Employee Assistance Programme, free and discounted places on short courses at West Dean College.