

Kent County Council

Job Description: Sales Team Manager

Directorate: Children, Education and Young People

Division: Community Learning and Skills (CLS)

Grade: KR11

Responsible to: Head of Marketing and Sales

Purpose of the Job:

Responsible for building and promoting profitable, sustainable revenues from existing customers and for developing relationships and revenues with new/existing customers including corporate sector.

Maintain and grow yields through a value-based selling strategy.

Maintain and further develop strong working relationships with existing customers and ensure their needs are always met, with a view to improving customer participation, satisfaction, and loyalty.

The role will lead in partnership working, both internal and external to KCC to maximise business development opportunities and grow the customer base within the context of a strategic framework of priorities.

Main duties and responsibilities:

1. Develop an effective stakeholder and partnership engagement plan to support CLS business objectives across a range of Employer, third sector, social enterprise, and community organisations. To enable identification of income opportunities in support of Service priorities and support the development of bids and contracts where appropriate.
2. Recruit, manage and develop the sales teams; providing operational direction, setting work plans and targets, performance management, and training and development.
3. Achieve/exceed agreed learner/income targets within agreed financial and academic year for the CLS learning portfolio (KAE, KT&A . . . Apprenticeships, WBL & Community Learning).
4. Effectively managing time and workload, individually and that of your team members, meeting all deadlines.
5. Liaise with Curriculum and Quality to develop sales and delivery process to ensure the highest level of customer service and success rates.

6. Forecast future sales and formulate sales plans to adapt to changes in funding or marketplace dynamics to ensure CLS maintains income and sales/participation opportunities, through gathering competitor intelligence.
7. Ensure engagement with stakeholders and partners is aligned against key CLS business objectives; whilst providing recommendations for change or improvement. Keep abreast of market knowledge and competitor activity to identify key trends and issues which will shape offerings and industry interactions.
8. Report regularly to the Head of Marketing & Sales on stakeholder and partnership activity, providing recommendations for change and/or improvement where appropriate.
9. Prepare monthly performance and activity reports in respect of achievement against targets. Undertaking presentations, contribute to events, where appropriate, to represent or promote CLS at networking events.
10. Ensure Equal Opportunities and Health and Safety at work are fully implemented for service delivery and staff through KCC and CLS policies and practices.
11. Ensure the continuous improvement of CLS provision and learner success by delivering the requirements of the Common Inspection Framework as laid out in service quality improvement procedures and practices and sharing of good practice to inform developments.

Footnote: This job description is provided to assist the job holder to know what the main duties are. It may be amended from time to time without change to the level of responsibility appropriate to the grade of post.

Kent County Council

Person Specification: *Sales Team Manager*

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

CRITERIA	
Qualifications	<ul style="list-style-type: none"> • A sales management qualification or equivalent
Experience	<ul style="list-style-type: none"> • Proven sales background and related management experience • Experience of building networks and operating at all levels within organisations • Experience of working in a target driven environment • Experience of managing budgets • Experience of leading the planning and deployment of sales campaigns • Experienced presenter to all levels in an organisation • Experience of briefing internal staff and external agencies on sales activity
Skills and Abilities	<ul style="list-style-type: none"> • Ability to agree and coordinate activities among customers, suppliers and internal staff to achieve agreed result • Computer literate • Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organisation, Working knowledge of excel/word/ PowerPoint • Good written / oral communication skills • Excellent interpersonal skills • Good planning and organisational skills • Able to work well under pressure • The ability to travel across a wide geographical area in a timely and flexible manner at various times of the day is essential • Ability to deliver agreed outcomes and deliver to timescales • Ability to develop partnership relationships
Knowledge	<ul style="list-style-type: none"> • Understanding of customer service principles • Understanding of cross and up selling techniques • Knowledge of the competitor marketplace • Knowledge of the schools and extended schools chain marketplace
Behaviours and Kent Values	<p>Kent Values:</p> <ul style="list-style-type: none"> • We are brave. We do the right thing, we accept and offer challenge • We are curious to innovate and improve • We are compassionate, understanding and respectful to all • We are strong together by sharing knowledge • We are all responsible for the difference we make