

Job Description

Role title Learning and Assessment Inside Sales Consultant

Role reports to Country Head /Area Manager

Indirect reports N/A

Level 4

Job family Sales & Marketing

Sub family Sales

Department English

Location UK

Effective date 10.02.2026

Purpose of the role

- To support the attainment of annual revenue targets by implementing the approved country strategic plan and by retaining existing business developing new business in the allocated territory with learning and assessment products and services, or by developing assigned accounts within a territory.

Key accountabilities

- Contribute to the achievement of annual revenue and profitability targets for an assigned territory, broken down by product type within an assigned budget
- Carry out role primarily from office location using remote tools including Teams call, phone calls and email with some travel and direct visits to existing and new customers, according to agreed prioritisation and country strategic plans, advising on full range of Cambridge English learning solutions
- Collaborate with the broader team to provide post-business development activities support to existing customer base, according to prioritised segmentation, to maximise revenue across the full range of Cambridge English products
- Build an accurate and appropriate Salesforce pipeline using leads, activities and opportunities to feed future growth and meet revenue targets in line with agreed best practice
- Ensure all planning and visit information is logged on Salesforce to facilitate full customer support, accurate monitoring of business development activity and forecasting in the assigned territory
- Collaborate with Marketing to retain the recognition of Cambridge assessment and to assisting with local events and campaigns when required.
- Be the voice of the customer, obtaining market knowledge, competitor intelligence and after-business development activities product feedback.
- Compliance: Embody Cambridge University Press and Assessment values and ethics and ensure that all ethics and compliance policies are adhered to. Foster ethical behaviours within

the market and ensure that any issues are reported as promptly and fully to global compliance colleagues.

Key relationships (internal and external)

Internal: Other L&A Consultants, Customer Services, Marketing (Lead Generation, Recognition, Events Management, Customer Insight), Operations, Propositions, Sales Support, Senior Partnerships Manager, Channel Manager

External: Exams Centres, Book distributors and agents, Bookshops, Teachers, Schools, Head Teachers and Principals, Parents, Students (as applicable)

Role impact (people, policy, financial)

Budgets **Income:** Will depend on the territory or accounts within the territory
Direct costs Annual Travel and entertainment budget (Country Specific)
Indirect costs None

People This role does not include line management responsibility.

What is the major impact of this role on the business?

The L&A Inside Sales Consultant UKI contributes to the success of the UKI region by identifying existing business for retention and helping to convert new business opportunities into revenue as well as cross-selling to existing accounts. The job holder personifies the single Cambridge in the eyes of the customer, establishing direct relationships with Private Language schools and other institutions, nurturing existing accounts and cross selling the full range of products. The role will retain our existing customer base and grow revenue where possible by collaborating with our channel partner, collaboration with the wider team and working together to promote the full Cambridge portfolio, including assessment, Learning resources and integrated resources wherever possible.

Decisions and Recommendations

Decisions about planning customer Teams call, phone calls and face to face visits and prioritisation over these in order to achieve agreed KPIs and revenue targets

Recommendations about local event organisation and attendance within the allocated budget.

Essential knowledge

- Educated to degree level or equivalent
- Knowledge of UK English Language education system (ELT)
- Sales qualification/ experience(desirable)
- Consultative selling skills (desirable)
- A knowledge of Cambridge products.

Essential skill(s) & experience

- Experience in Sales/ Business development in the educational sector
- Work experience in sales
- Excellent written and verbal communication skills
- Language skills: Native speaker in local language and minimum C2 in English

- Excellent IT skills - competent user of Microsoft suite and CRM (Salesforce, preferred)
- Agile thinker with the ability to adapt to changing circumstances through creative problem-solving
- excellent, presentation (individual and group) and negotiation skills
- Highly organised and able to work on own initiative, individually and as part of a team

Key Competencies (values or organisational values):

- Collaboration – Working together effectively, with a positive attitude, as a part of an inclusive and diverse global network to create better outcomes
- Empowerment – Take accountability for our decisions in order to create an environment that our people and customers can succeed in
- Innovation – Learn continuously to improve and make things better for our customers
- Responsibility – Act with efficiency and care to ensure that we, and our profits, contribute to society and our planet.

Key Competencies (functional):

- Product knowledge
- Customer focus ability to build lasting relationships
- Solutions orientation
- Attention to detail and preparedness
- Prioritisation
- Time management
- Organisational skills
- Consultative selling skills
- Perseverance
- Resilience.

Context of the role

- The work is likely to be seasonal in nature. Peak promotion will be during the school year followed by time for planning.
- Some weekend work and additional hours may be required to visit customers and/or attend events and conferences.
- Although this is an inside sales role, with the majority of work office based, some regional travel will be required during peak times within the allocated territory with some possible overnight stays. To visit key accounts for F2F meetings.
- Required to be a champion of one of the product sectors to support the team with the product knowledge of the assigned product sector
- Required to work collaboratively with all peers and Area Manager to share market and customer intelligence.