

**JOB DESCRIPTION**

**POST TITLE : Sales Executive**

**DEPARTMENT : Marketing, Recruitment & Customer Relations**

**REPORTS TO : Director of Marketing**

**POST OBJECTIVE:**

To create, follow-up and close training and apprenticeship sales opportunities with small, medium and large employers across Merseyside and the North West region.

Working closely with the marketing department and curriculum teams, you will lead on employer engagement and prospecting activities, promoting the full range of education and training services the College provides, and delivering sales targets in line with corporate objectives.

In return we will enable you to develop your career, providing the opportunity of a long term career path, working alongside our dedicated team. At the heart of our team approach is listening, getting to know you, your skills, experiences and most importantly helping you to develop your ability to deliver outstanding results.

**KEY COMPETENCIES:**

* Planning and organising skills and managing work flows
* Methodical and attention to detail
* Problem solving
* Influencing and negotiation skills
* Adaptability
* Ability to build and maintain excellent rapport
* Excellent written communication skills
* Resilient and self-motivated
* Enthusiastic and self-starter
* Goal driven

**KEY RESPONSIBILITIES:**

* Contacting businesses decision makers to introduce the College services and create sales opportunities
* Complete detailed fact-find to uncover the needs and business requirements
* Produce detailed proposals with pricing which meets the needs of the business identified
* Effectively manage pipeline opportunities through the sales process to secure sales
* Manage your opportunities and pipeline to deliver to your sales targets on a monthly and quarterly basis
* Develop close working relationships with the marketing department to create effective campaigns and collateral to promote the College to employers
* Effective utilisation of CRM/database to update/record accurate details about clients and prospects
* Work closely with curriculum and other departments where required within the College to ensure success in delivering a quality service to our clients

**SKILLS & EXPERIENCE REQUIRED:**

Experienced in B2B sales of creating and closing sales opportunities to a range of Businesses.

Candidates must hold a full UK driving licence and have means of transportation.

**ADDITIONAL TASKS:**

1. To comply with the College’s Professional and Academic Standards at all times
2. To undertake essential and role-related activities/CPD
3. To ensure full compliance with all related College policies and procedures
4. To work within College policies on Health & Safety and Equal Opportunities
5. To comply with the College’s Safeguarding and whistleblowing policies and procedures
6. To undertake any other duties required by the line manager
7. To comply with the College’s Performance Management Framework, ensuring that all direct reports have agreed targets and objectives in place which are regularly monitored, enabling direct report to meet ambitious College targets

This job description is not intended to be exhaustive but to indicate the main responsibilities of the post and may be amended from time to time.

**This post is Exempt from the Rehabilitation of Offenders Act 1974**

**PERSON SPECIFICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Ref:** | ESSENTIAL | DESIRABLE | HOW IDENTIFIED |
| Physical | * Smart appearance * Professional image * Personable manner |  | Job and Medical History from application form and references. Performance in interview process. |
| Qualifications | * GCSE English & Maths (A\*-C) * Minimum Level 3 in business or relevant subject | * Degree in business, marketing or relevant subject. | Formal possession of an appropriate qualification to be verified at interview or from records |
| Experience | * Experience in a direct sales role * Proven success and experience in successfully meeting stretch sales and activity targets * Experience and evidence of key account management and developing effective networks and relationships | * Experience of working in FE. * Experience of selling apprenticeships and full cost programmes to employers * Use of customer relationship management tools. | Past employment activity record.  Performance on related selection methods, e.g. presentation, group discussion. |
| Training | * Willing to undertake development where appropriate | * Sales processes * Appointment setting * Negotiation skills | Past training history from application form and records.  Selection process by demonstration of ability to display knowledge and skills at the interview. |
| **Special Knowledge** | * Apprenticeship training and funding | * Knowledge of priority development sectors for Liverpool City Region * Knowledge of the Learning and Skills Agenda – local, regional, national. | Sound work experience in related employment. |
| **Circumstances** | * Flexible attitude to working hours * To work within the College’s safeguarding and whistleblowing policies & procedures to promote the welfare and protection of children, young people & vulnerable adults * Must have a clean driving licence and use of own car |  | Ensuring candidates are aware of these requirements from the job description. Interview questions and applications form details. |
| Disposition | * Ability to liaise effectively with people of all ages * Ability to interact with and engage employers * Confident and out going * A self-starter who is highly motivated * Target driven |  | Performance in related selection process, e.g. exercises, group discussion, problem solving, questions etc. |
| **Practical and Intellectual skills** | * Excellent communication & presentation skills – verbal and written * Excellent organisational skills * IT skills |  | Performance in related selection process. |
| **Legal Requirements** | * DBS Clearance on appointment |  | Application form and interview questioning and reference |