

Job Description

Name:	
Title: Commercial Manager	Department: Sales
Reporting to: Senior Commercial Manager	Grade: 4
<p>Job Purpose:</p> <p>Reporting to the Senior Commercial Manager, the Commercial Manager (CM) will be responsible for maintaining and growing the Ascentis provision. The role will require a focus across Ascentis offerings, ensuring opportunities are maximised at the correct points throughout the year. The CM will be assigned a set of accounts within a region with a 95% income retention target, in addition the CM is also responsible for bringing on new centres within their region and upselling to existing accounts. The CM will hold holistic regional responsibility for new and existing customers, and overall sales performance for allocated accounts. The role will act as a key contact point for existing customers, developing relationships at all levels to identify and manage new business opportunities to grow the account.</p> <p>Job Responsibility: Core Duties In this role you will be required to:</p> <p><u>Strategic:</u></p> <ol style="list-style-type: none"> 1. Work with the Head of Commercial (HOC) & Senior Commercial Manager (SCM) to have a good understanding of corporate objectives in order to prioritise focus to deliver required growth 2. Remain flexible to the changing needs of the business, adapting to change where necessary to mitigate external factors and achieve overall targets 3. Create and deliver cohesive regional sales plans and drive sales growth across all Ascentis products and services aligned to the needs of a variety of sectors; College, Adult Education, Training Providers and Employers; 4. Ensure time is managed effectively in order to meet the needs of Ascentis customers, planning the most appropriate times to maximise potential with a variety of centre types; 5. Work with the SCM and HOC in budget forecasting and monitoring for Ascentis products 6. Deliver regional income targets, report on performance across both existing and new customers. The annual target for new business across your region and portfolio is £150,000 per academic year 7. Take ownership of regional communication, working with the Marketing team to increase brand presence; 8. Gather feedback from all customers to feedback into the product development teams to ensure our product remains innovative and meets the needs of our customers; 9. Remain flexible to changing demands of the market and adapt to regulatory and customer needs; 10. Work with the Customer Services team to ensure proactive communication between all parties, working closely with Customer Services during the centre recognition and qualification approval process; 11. Input on wider strategic discussions regarding overall commercial strategy, customer journey, pricing and positioning representing insight from new and existing customers within the assigned region. 12. Be prepared to travel extensively within your region, with weekly overnight stays in order to maximise customer and prospect visits 13. Work with the Commercial Executive to create and execute their strategic commercial strategy <p><u>New & Existing Customers:</u></p> <ol style="list-style-type: none"> 14. Present to external audiences and key decision makers in suitable educational and/or other relevant settings about Ascentis and other appropriate products with a view to generate sales; 15. Meet with a minimum of 80% of your current customer accounts as set out within your KPI's, feeding back any changes to income profiling to the SCM & HOC and ensuring the required retention rate 16. Meet several prospects/upselling opportunities each week, creating a pipeline of business of a minimum of £150,000 17. Act upon market intelligence to support the development and implementation of creative selling strategies in liaison with the SCM; 18. Ensure new business pipeline is populated in CRM, to track performance and assist with budget setting; 	

Job Description

19. Organise your own work to ensure that all leads and opportunities are followed up consistently with the customers and communicate this to Ascentis regularly as required by the HOC
20. Build and Develop relationships in order to create partnerships with customers in region, to add value and mutually achieve growth potential;
21. Track and report on negative feedback or issues with either new or existing customers that is either preventing or hindering income and take relevant action reporting and following up;
22. Maintain up-to-date CRM ensuring all customer information is updated and monitored accordingly creating and running required reports to maximise opportunities with new and existing customers;
23. Investigate opportunities outside of sectors currently operated within;

General:

24. Develop a thorough understanding of all Ascentis' products which you will be required to promote and sell as well as maintaining current understanding of changes within the education and training sector;
25. Collaborate with other CM's to share best practices and cross promote across regions where relevant;
26. Be a member of relevant project teams, contribute to, and attend other meetings as necessary;
27. Guide and mentor the work of the Commercial Executive where appropriate, including sharing best practice and collaboratively working together at events and customer meetings;
28. Establish and build relationship with Development team and utilise their knowledge to assist with customer meetings where in-depth qualification knowledge is required
29. Collaborate with the Marketing team to design and deliver any promotional events, conferences or other events as required, attend and evaluate the success of such events in relation to sales generated;
30. Monitor the effectiveness of regional sales and marketing activity including lead and sale generation;
31. Manage time and focus effectively to achieve Ascentis targets;
32. Undertake travel as and when required, inclusive of overnight stays;
33. Manage travel schedule and working hours effectively and remain flexible to emergent opportunities;
34. Utilise the dashboard of prospects developed by the Ascentis research team in order to target new business within region
35. Attend and present at quarterly Sales Meetings with senior staff at Ascentis to show and update on pipeline
36. Liaise with the Quality team to ensure that procedures are followed in offering products for sale, that comply with regulatory standards at all times

Corporate Responsibilities

The following responsibilities apply to all roles:

37. Contribute as required to regulatory compliance and engage with other processes including business continuity, risk management and the internal audit process;
38. Contribute to the improvement of customer service;
39. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed commensurate to this role.

General Responsibilities for all Staff

As a member of staff at Ascentis you will be expected to:

40. Understand and be committed to the Ascentis Vision;
41. Work hard and flexibly to achieve your targets and those of the Company and be positive at all times;
42. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets;
43. Work flexibly to meet the needs of our customers;
44. Implement strategies to achieve continuous improvement in your own performance.

Success Measures

- Current Customers; Retention of current business and delivery of growth potential. Retention of 95% of in region revenue and generation of £150,000 of new business annually
- New Business; Identification of business potential, conversion to customers and income generation
- Adhering to customer call and visit cycles

Job Description

Status of this Job Description

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Accountability and Key Contacts:

Accountability

Senior Commercial Manager, Head of Commercial, Commercial Director, Chief Executive Officer

Key Contacts

- Staff at all levels in Ascentis
- Head of Commercial
- Commercial Managers
- Commercial Executive
- Recognised centres and potential customers
- External verifiers and associates
- Contractors

Key Attributes (E-Essential, D-Desirable, P-Potential):

1. Demonstrable sales experience with clear results (E)
2. Experience within the educational sector (D)
3. Excellent project management skills (E)
4. Excellent verbal and written communication skills (E)
5. Proven ability to work both independently and as a member of a team effectively (E)
6. Ability to organise and prioritise workload (E)
7. Ability to achieve agreed targets and to work to deadlines (E)
8. Positive attitude to change, development and quality (E)
9. Competent in the application and operation of ICT (E)
10. Demonstrable commitment to a high standard of customer service (E)
11. Ability to travel, work flexibly including unsocial hours and to stay over, as required (E)
12. Current, clean driving licence and vehicle owner (E)
13. To act as a role model, abiding by Ascentis principles and values (E)

Agreed:

Post Holder Date