**JOB DESCRIPTION**

*This job description outlines the key accountabilities of, and output required from, the postholder. It is not a definitive list and the role may well change and evolve over time.*

| **Name:** |  |
| --- | --- |
| **Job title:** | Sales Account Executive |
| **Department / location:** | Greenwich, London office |
| **Report to:** | Commercial Director  |

| **Main purpose of the job:** |
| --- |
| To create, nurture and become the main contact for customers and selected key accounts across Real Group Ltd |
| **Key tasks and responsibilities:** |
| In collaboration with the team, the Sales Account Executive will lead and/or support on the following tasks and responsibilities across all Real Group brands, as required:* An essential member of the sales and marketing team responding in a professional and timely manner to inbound course enquiries, by phone and email.
* To identify, manage and maximise outbound prospect calling and email targeting to potential and actual key accounts, upselling and cross-selling the wide range of Real Group’s services:
	+ To upsell and increase penetration within existing key accounts
	+ To create, nurture and develop new key accounts
	+ To become familiar with the range of products offered across the Group, including from existing and new acquisitions
* To lead on creating and delivering ‘bulk-buy’ and bespoke course opportunities, especially from school groups (state and independent), Multi-Academy Trusts, and Local Authorities
* To develop Real Group’s international presence and profile, through instigating and supporting sales and marketing activity to education centres overseas, especially British International Schools in the regions of Middle East, Asia and Europe.
* To work in close conjunction with the Operations Department, to ensure that customer requirements (course, location, format, pre-course materials, anything ‘bespoke’ that has been requested and agreed, etc) are set-up and delivered in an efficient and timely manner.
* To work in close conjunction with IT, to request that booking forms are created, instigated and updated, and to make suggestions for continuous improvement to the various company websites.
* To regularly meet with the Operations team, and monitor the Operations schedule to ensure that agreed courses are delivered and that requests for courses are deliverable (from capacity and capability points of view).
* To become familiar with the functionalities and power of the GV8 CRM, ensuring that it is updated on a regular basis with new and existing customer data, and that further/additional sales requests are entered, monitored and followed-up.
* To attend industry events and exhibitions, representing Real Group on stands, booths and exhibition spaces.
* To monitor and analyse customer feedback, making suggestions for continuous improvement to products, services and the sales and marketing process.
* When requested to cover for the other sales account executives at time of illness or holiday.
* To support junior sales and marketing team members.
* To support the Head of Sales & Marketing in other sales and marketing projects as and when called to do so.
 |
| **Measurable output:** |
| Based on key primary responsibilities, the measurable output would include:* Achieving and beating sales targets as set by the Head of Sales & Marketing.
* Increased penetration across key accounts. Penetration of selected new markets and accounts.
* An up-to-date CRM.
* Reports and commentary on relevant accounts and regions on a regular basis to the Head of Sales & Marketing
* In conjunction with the Head of Sales & Marketing, continuously improving the sales and marketing process so that company growth is achieved according to the three-year business plan.
 |
| **Person Specification** |
| * A degree or equivalent experience
* Demonstrable organisational and interpersonal skills to work effectively with internal and external stakeholders.
* A great communication and engagement style, and comfortable with the dynamics of a customer-focussed environment.
* Excellent verbal communication, interpersonal and team working skills.
* Proven written and presentation skills, with the ability easily to share the essence of projects and proposals with team members and external stakeholders.
* A real interest in education, and the benefits it can bring to improving the life chances of young people.
* Self-motivation to achieve goals using own initiative, responsibility and attention to detail.
* Willingness to travel, and occasionally be away overnight at exhibitions and shows.
* A commitment to Real Group’s values of inclusivity, integrity, positivity, curiosity, growth and sustainability.
 |
| **Practical requirements:** |
| * Place of work will be Greenwich, London.
* Attend team meetings either in, but not exclusively, Real Group’s Canterbury or Greenwich offices, and other offices that the Group may operate from over time.
* Core hours - 37.5 hours per week, taking a 30 minute unpaid break if working for a continuous period of more than 6 hours.
 |
| *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.* |
| **Date: December 2021** |