

Job description and person specification

Job Title:	Sales Operations Manager
Department:	Sales & Marketing
Reports to:	Group Sales and Marketing Director
Location:	Cambridge

The Company

Cambridge Education Group (CEG) is one of the world's leading providers of pre-university academic, creative and English language courses. We provide pre-university programmes including A level, International Baccalaureate and University Foundation, as well as English Language study, to the growing market of international students seeking to enter the world's leading universities.

The Group operates under four different brands: CATS College – high schools in Cambridge, Canterbury and London, and Boston, USA; Cambridge School of Visual & Performing Arts (CSVPA) – Art & Design, Drama and Music courses in Cambridge, UK; Foundation Campus – teaching foundation courses to university degrees on campuses in the UK, USA and mainland Europe; and Stafford House – year-round English Language schools in Brighton, Canterbury, London and Boston and Study Holiday centres across the UK and the USA for juniors.

Job overview

To deliver full operational and administrative support for the UK-based sales teams: including Regional Directors, the specialist sales teams and a network of sales consultants through line management of the Cambridge-based Sales Support team. Work with regional sales offices on the execution, delivery and communication of the annual sales and marketing plan, playing a global co-ordination role to deliver sales and marketing strategy through this network. Manage global processes for agent acquisition, agent management and distribution services and play a lead role on sales system and CRM development.

Key working relationships

- UK-based sales teams.
- Senior sales directors based in the UK and overseas.
- Cambridge Education Group strategic partners and the wider network of educational agents.
- Academic and administrative staff across all CEG centres and colleges.
- External suppliers for travel, events and distribution.
- Senior management team.

The following section outlines a more detailed, description of the duties pertinent to this post.

Key responsibilities and capabilities

Sales Support

Through line management of the Cambridge-based Sales Support team, provide full operational and administrative services to the UK-based sales team, providing:

- Regular and proactive communication with the overseas sales network to ensure that the sales and marketing plan is implemented globally and that internal communication is consistently effective throughout the sales organisation.
- Manage travel itineraries and bookings for overseas sales travel, including arranging visas and maintaining an annual travel and campaign calendar. Through management of the Business Travel Co-ordinator, provide support on booking travel to the wider Cambridge Education Group organisation. This role will also manage UK-based supplier relationships for travel services.

Sales Operations Manager

- Organise inbound agent visits on behalf of the global sales teams.
- Organise sales conferences and other internal meetings & events and CEG-attendance at industry events in the UK and overseas.
- Manage the agenda and action points for the monthly sales and marketing management meeting.
- Manage the distribution and delivery of marketing collateral to overseas events and to agents, accountable for the annual budget and relationship management with suppliers.
- Develop online tools to make the ordering processes easier for agents, students and internal staff.
- Internal communication: issue the weekly sales newsletter to all sales staff, update the sales, marketing and admissions organogram, co-ordinate inductions for all new sales and marketing staff, deliver systems and sales support function training to new starters, organise refresher training sessions to target improvements in sales effectiveness.
- Organisation and management of sales conferences, agent visits and all sales events.
- Other administrative duties as required to ensure the efficient and effective running of the sales department.

Agent management and acquisition

- Manage the annual project rollout of the agent commission scheme and sales team training plan, working closely with the sales management team and the finance teams to ensure that it impacts on sales outcomes and is effectively administered.
- Monitor and set up additional and ad hoc agent incentives, ensuring that the proposals match the sales strategy and are administered smoothly to ensure good customer service.
- Ensure agency agreements are signed by all active agents, maintain oversight of latest compliance and anti-bribery legislation and work with relevant teams to ensure our contracts adhere to these guidelines.
- Manage the Sales Support team to provide excellent customer service to the agent network, administer the agent database and source new agent leads to drive agent acquisition.

Systems Management

- Play a lead role on the project team that is implementing and developing the CRM system to ensure that it meets the needs of the sales organisation.
- Management of the agent database ensuring that agent contact details are up to date and the database is developed to support the regional and specialist sales structure as the business grows.
- Management of other key sales systems to facilitate sales support to the global teams (ShareFile, Agent Portal, Sales Portal).
- Play a lead role in the development of systems and solutions to achieve defined sales and marketing efficiency objectives.
- Ensure that all members of the field sales team are equipped with the correct technology and that they are using the available tools effectively.
- Act as an interface between sales and IT, troubleshooting issues when required.

Other

- Support the Group Sales & Marketing Director in all aspects of strategy development and administration.

Person Specification

The ideal candidate will have a strong background in supporting an international sales organisation, preferably working with sales staff across multiple overseas locations and will demonstrate the following core attributes:

- Exceptional administrative skills and attention to detail.
- Educated to degree level.
- Strong advanced knowledge of the Microsoft Office software suite.
- Excellent interpersonal skills and experience of dealing directly with internal and external customers on the phone and in person.
- Proactive approach to problem-solving.
- Calm and clear-minded under pressure.

Sales Operations Manager

The role suits a 'natural organiser' and proactive business driver, with a positive and proactive outlook and who is prepared to work hard in a fast-moving sales environment at the centre of a growing organisation and make a significant contribution to the achievement of sales goals. Previous line management or supervisory experience is preferable.

The role will be based primarily in Cambridge but travel throughout the UK and overseas will be required. The successful candidate will score highly on the following attributes:

- Track record of performance management and team development in a fast-moving, internationally-focused organisation.
- Strong planning and organisational skills with the ability to successfully manage multiple projects in a complex business environment.
- Self-motivated with an ability to thrive under pressure and motivate others.
- Ability to operate as an effective tactical and strategic thinker in a high growth business.
- Highly commercial in instinct, attitudes and behaviour.
- Self-reliant, good problem solver, results oriented.
- Able to make decisions, influence and develop future strategy and play an active role in business development.
- Committed to continuous self-development within the role and in the commercial education sector.
- Educated to at least degree level with a strong academic background: the post holder will be highly articulate, exhibit strong leadership credentials and be used to working under pressure of deadlines and the highest standards of delivery.