

POSITION DESCRIPTION



Name:

Job title: Learning Consultant, Secondary – New Zealand

Date: June 2021

Department: Secondary Sales – School Division

Reports to: Sales and Marketing Manager, Secondary

Basic purpose:

The Learning Consultant, Secondary (NZ) will sell and promote the Nelson Cengage Secondary school portfolio to booksellers, schools, and teachers within the designated territory.

The Learning Consultant, Secondary will promote Nelson Cengage frontlist and backlist titles to the Secondary education market and is responsible to achieve overall revenue plan for this product list.

The Learning Consultant, Secondary is also required to contribute to the strategic planning within the New Zealand territory and to assist the Sales and Marketing Manager, Secondary with new strategies. This role will work closely with the New Zealand Publisher and the Sales and Marketing Coordinator, NZ.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Implementation of a sales strategy for the territory of New Zealand	30%	<ul style="list-style-type: none">Develops a sales plan for the implementation of maximum sales in NZ to be approved by the Sales and Marketing Manager, Secondary.After consultation with the Sales and Marketing Manager, Secondary, identify any areas of difficulty that might hinder the achievement of the overall revenue plan for NZ and suggest resolutions.Work with all bookseller accounts in your territory to promote adoptions of Cengage products in their schools.	<ul style="list-style-type: none">Strategic thinking and knowledge of the impact strategies and tactics may have in the marketplaceIdentify trends and anticipate market changesAnalytical and problem-solving abilities with keen attention to detail and follow throughBusiness acumen	<ul style="list-style-type: none">Strategic planCustomer feedback, putting learning firstConference attendance and product exposureUtilisation of all resources availableGrowth and increase revenueAchievement of Sales targets

		<ul style="list-style-type: none"> • Ensure Cengage product has maximum exposure at appropriate subject conferences. • As a key member of the School Sales team, liaise with publishing to identify potential new publishing projects for the NZ market. • Work towards and achieve set sales targets for NZ. 	<ul style="list-style-type: none"> • Creates new and unique ideas • Product and market knowledge • Analytic skills • Excellent communication skills • Excellent understanding of the Secondary market and the adoption process 	<ul style="list-style-type: none"> • Issue resolution • New product and publishing leads • Feedback provided • Proactive working relationships demonstrating mutual respect and acceptance of diverse thoughts and backgrounds
Selling activities and new opportunities in a nominated territory	30%	<ul style="list-style-type: none"> • Use effective selling techniques when promoting our texts and digital resources to close the business. • Utilise technology and multimedia as part of the sales process. This includes Microsoft Office Suite, Customer Relationship Management System (Magellan), websites, Nelson Net, Zoom and other Cengage technologies developed for use with specific products. • Present our products to NZ school faculties encompassing use of Nelson Net, book and digital technologies. • Be the central point of contact from which schools and booksellers in your designated territory can place orders and make inquiries. • Effectively manage customer relationships and expectations with all key accounts, teachers, bookshop managers and text buyers responding to all customer requests in a timely manner. • Maintain regular and close contact with curriculum committee officers, subject association officers, advisory teachers, consultants and other key decision makers. 	<ul style="list-style-type: none"> • Excellent communication and presentation skills • Product and market knowledge • Excellent understanding of the sales process • Ability to manage a demanding workload by prioritising urgent tasks while keeping all other aspects of the job under control • Excellent interpersonal skills and the ability to build relationships • Proven problem-solving skills with keen attention to detail and follow through • Ability and drive to work towards and meet deadlines and targets • Skilled use of Microsoft Office applications 	<ul style="list-style-type: none"> • Actively contribute towards revenue generation, revenue growth and cost control • Revenue growth • New business • Contribution to key sales results • A relentless focus on our customers • Meet deadlines • Enjoy communicating and problem-solving • Approachability • Proactive working relationships demonstrating mutual respect and acceptance of diverse thoughts and backgrounds • Embraces Cengage's ethos and credo • Quality of sales presentations and product knowledge

		<ul style="list-style-type: none"> Regional travel is required, as discussed and planned with the Sales and Marketing Manager, Secondary. Perform any such related tasks as may reasonably be required to help achieve overall revenue plan for the Nelson Cengage range of products. Plan and make an average of 12 appointments per week with staff in Secondary schools within your territory, as agreed with the Sales and Marketing Manager, Secondary. Liaise with the Sales and Marketing Coordinator as required. Any other duties as required by the Sales and Marketing Manager, Secondary. 	<ul style="list-style-type: none"> Ability to conduct Zoom and phone product training sessions Strong organisational and time management skills Ability to work independently and as part of a team Ability to build rapport Ability to listen and anticipate customer's needs Establish and maintain effective relationships with internal and external customers The ability to prioritise and excellent negotiation skills High level of technology skills An understanding of diversity and the ability to relate to others 	<ul style="list-style-type: none"> Setting the bar higher to achieve the best possible outcome, creating win-win situations
Professional development	10%	<ul style="list-style-type: none"> Liaise with the Sales and Marketing Manager to assist with the organising of Professional Development workshops and webinars in NZ for new series as required. 	<ul style="list-style-type: none"> Strong organisational and time management skills Product Knowledge 	<ul style="list-style-type: none"> Organisation of Professional Development workshops
Administrative duties and reporting	10%	<ul style="list-style-type: none"> Submit a weekly activity report each Friday providing feedback to the Sales and Marketing Manager, Secondary, on sales activities, business opportunity and major competitors in the Secondary education market in NZ. 	<ul style="list-style-type: none"> Excellent administration and organisational skills Excellent written and verbal communication skills Effective time management skills 	<ul style="list-style-type: none"> Up to date territory records Accurate and up to date information in Magellan Conscientiousness, persistence and reliability in record maintenance and communication

		<ul style="list-style-type: none"> • Ensure all inspection copy orders and desk copy orders are processed in Magellan in a timely manner. • Maintain accurate and up-to-date records of contacts, opportunities and activities in Magellan and collecting email address in line with the company privacy policy. • Actively pursuing cost saving measures. • Effective management of expenses and within budget constraints. • Effective management of allocated complimentary resources provided to customers. 	<ul style="list-style-type: none"> • Highly developed computer skills • Meticulous attention to detail • Ability to work towards and meet deadlines • Knowledge of Privacy Principles (APP) and Cengage Privacy policy • Obtains, shares, interprets and applies information useful for business performance 	<ul style="list-style-type: none"> • Adherence to policy and procedures • Meet deadlines • Quality and timeliness of reports generated • Collaboration, sharing ideas and learning in a team environment, challenging ourselves and others
Continuous Improvement	10%	<ul style="list-style-type: none"> • Support Continual Improvement processes throughout the entire project including supporting Project Managers with the audit process when required. • Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. • Keep abreast with the continual change in technology developments and share knowledge with manager and team. • Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. 	<ul style="list-style-type: none"> • Problem-solving abilities with keen attention to detail and follow through • A willingness to support and help others • Ability to use initiative and take responsibility 	<ul style="list-style-type: none"> • Continuous improvement and improved efficiency • Self-initiated training and development of knowledge • Demonstrated initiative for issue resolution and new ideas to add value to users • Participation and contribution of processes improvement projects • A positive attitude to problem-solving questioning the status quo and willingness to take calculated risks
Workplace Health and Safety	10%	<ul style="list-style-type: none"> • Be aware of duty of care and act in a safe manner. • Ensure all company WH&S policies and procedures are adhered to. 	<ul style="list-style-type: none"> • Ability to follow policies and procedures • Ability to use initiative and take responsibility 	<ul style="list-style-type: none"> • Adherence to WH&S policies and procedures • Increased WH&S awareness

	<ul style="list-style-type: none"> • Be familiar with property security, first aid and fire emergency procedures. • Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury. • Participate in WH&S investigations when required. 	<ul style="list-style-type: none"> • WH&S aware • Analytical and problem-solving abilities 	<ul style="list-style-type: none"> • A positive attitude to WH&S • Reduction of number of WH&S incidents
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Direct reports: None

Main contacts:

Internal: Secondary sales and marketing staff, Publishing, Marketing and Customer Service

External: Teachers, booksellers, curriculum and professional development advisers

Education / Qualifications / Experience:

Tertiary qualification preferred
 Previous successful sales or teaching experience preferred
 Full driver's license
 Working with Children Check / Police Check (relevant to New Zealand)

Our Ethos:

<p>Put Learning First: We accelerate new ways of lifelong learning for everyone, including ourselves, with a relentless focus on our customers</p>	<p>Embrace the Unknown: We question the status quo and take calculated risks to transform how the world learns. We are resilient and audacious</p>	<p>Set the Bar Higher: We challenge others, and we challenge ourselves even more. We are always improving and never satisfied. We are unstoppable</p>	<p>Do More Together: We are powered by people with diverse thoughts and backgrounds. We collaborate to create a whole that is stronger than the individual parts.</p>	<p>Be Candid: We take ownership of everything we do and treat each other with mutual respect. We are transparent because we see problems as opportunities to improve.</p>
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