

## POSITION DESCRIPTION



**Name:**

**Job Title:** Sales and Marketing Coordinator, Primary

**Date:** January 2020

**Department:** Primary Sales, School Division

**Reports to:** Primary Sales and Marketing Manager

### Basic purpose:

The Sales and Marketing Coordinator - Primary provides support to the Primary Sales and Marketing Manager, the Primary sales and marketing team and liaise with key stakeholders in the ongoing development and execution of Nelson Primary marketing strategies to contribute to the overall success of Cengage's Primary School Division.

### Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Sales and marketing support	35%	<ul style="list-style-type: none"><li>Act as the initial point of contact for the Primary sales and marketing team for all enquiries.</li><li>Resolve issues immediately, refer back to the appropriate personnel and channel for resolution, or for major issues, refer to the Sales and Marketing Manager if required.</li><li>Collaborate with the Sales and Marketing Manager to assist the sales and marketing team with a strategic focus on key product, territory coverage, and non-purchasing schools.</li><li>Have an understanding of each sales representative including their individual territories, special requirement and strategies to coordinate targeted individual marketing campaigns.</li><li>Act as the liaison point for Operations for day to day business and handle escalated problems that the sales team have been unable to resolve with Operations when required.</li><li>Work closely with and provide the full range of administrative support to the Primary Sales and Marketing Manager.</li></ul>	<ul style="list-style-type: none"><li>Understand colleagues' roles and tailor the communication to meet their needs and achieve desired outcomes</li><li>Excellent written and spoken communication skills</li><li>Problem-solving abilities with keen attention to detail and follow through</li><li>Skilled and systematic use of Microsoft Office Suite</li><li>Ability to use initiative and to work as a team member and support others</li><li>Prioritise urgent tasks and keep all aspects of the job under control</li><li>Easy to approach and talk to</li><li>Be familiar with all aspects of JIRA</li><li>Ability to listen and understand customer needs</li></ul>	<ul style="list-style-type: none"><li>Feedback provided by sales consultants and contractors</li><li>Setting the bar higher to achieve the best possible outcome</li><li>Show mutual respect for others</li><li>Conscientiousness, persistence and reliability in record maintenance and communication</li><li>Proactive problem-solving questioning the status quo and willingness to take calculated risks</li><li>Meet deadlines</li><li>Adhere to company policies and procedures</li><li>Demonstrated initiative for issue resolution</li></ul>

		<ul style="list-style-type: none"> <li>• Liaise with key booksellers, schools and customers regarding general enquiries and orders. Distribute and mail of all new Primary resources to the Primary sales team and key booksellers when required.</li> <li>• Liaise with GPM and supply information to the sales team on the current publishing schedule and due dates for advances.</li> <li>• Any other duties as directed by the Primary Sales and Marketing Manager.</li> </ul>	<ul style="list-style-type: none"> <li>• Problem-solving abilities with keen attention to detail and follow through, thinking ahead and identifying future steps</li> <li>• Excellent administration, organisational and time management skills</li> </ul>	<ul style="list-style-type: none"> <li>• Accurate information on primary website</li> </ul>
Product and marketing activities	10%	<ul style="list-style-type: none"> <li>• Assist the Marketing Communications Specialist, Primary to liaise with publishers to ensure correct product information is received in a timely manner.</li> <li>• Maintain the Primary Excel Order Form ensuring pricing, inventory and title maintenance data is accurate and up to date.</li> <li>• Collect, analyse and maintain an understanding of product information and ensure it appears in appropriate sections in all marketing material.</li> <li>• Brief designers on corrections and layout and project manage the correction process.</li> <li>• Collaborate with marketing colleagues to execute integrated email / web campaigns.</li> <li>• Ensure all content used for promotions material is accurate and consistent with Cengage branding guidelines and adheres to Copyright laws.</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive product and market knowledge</li> <li>• Ability to prioritise work and manage work time accordingly to meet deadlines and performance targets</li> <li>• Ability to listen and understand marketing aims and stakeholder strategies</li> <li>• Ability to organise detailed and complex information so it can be understood by others and they are able to action tasks as required</li> <li>• Meticulous attention to detail</li> <li>• Excellent communication skills, verbal and written; editing, proof reading and copywriting skills</li> <li>• Experience in managing the catalogue process</li> </ul>	<ul style="list-style-type: none"> <li>• Product accuracy in catalogue and order forms, including correct ISBN</li> <li>• Accurate information in all marketing collateral including product prices</li> <li>• Customer-first focus, putting learning first</li> <li>• Meet target completion dates</li> <li>• Teamwork</li> <li>• Embraces Cengage ethos and credo</li> <li>• Friendly, transparent, and proactive communication</li> <li>• Creative thinking and initiative</li> <li>• Up to date website</li> <li>• Brief provided to stakeholders and colleagues understanding of tasks required</li> </ul>
Management and maintenance of the CRMS (Magellan) and Eloqua	10%	<ul style="list-style-type: none"> <li>• Ensure accounts set up on Bookmaster reflects in Magellan.</li> <li>• Maintain database by ensuring unsubscribes are removed when instructed by the customer to do so.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent knowledge of Magellan, other databases and Eloqua</li> <li>• Comprehensive understanding of Cengage privacy policies, data storage procedures and GDPR</li> </ul>	<ul style="list-style-type: none"> <li>• Accuracy and data integrity</li> <li>• Adherence to Privacy laws regarding the collection of customer information</li> </ul>

		<ul style="list-style-type: none"> <li>• Develop a strategy around new features sets as agreed to by the Sales and Marketing Manager.</li> <li>• Regularly ensure Primary sales team are updating contact data according to Magellan guidelines. Provide Magellan database maintenance and data entry when required by sales consultants.</li> <li>• Update and train the sales and marketing team on the roll out of any new feature sets.</li> <li>• Create custom lists for print and digital sales and marketing initiatives.</li> <li>• Upload data into Eloqua to schedule and execute email campaigns.</li> <li>• Continually track data and regularly perform spot checks to ensure correct usage of data and customer details.</li> </ul>	<ul style="list-style-type: none"> <li>• Attention to detail and the ability to follow through</li> <li>• Ability to communicate in technical language to system analysts and developers</li> <li>• Ability to communication in non-technical language to sales reps and other users</li> </ul>	<ul style="list-style-type: none"> <li>• Support and training provided</li> <li>• Sales consultants Magellan usage</li> <li>• Knowledge of stock control systems and databases</li> <li>• Spot checking and up to date data in Magellan</li> <li>• Actively participate in Eloqua meetings</li> <li>• Success of email campaigns</li> <li>• Marketing email penetration</li> <li>• Click through rates</li> <li>• Adherence to privacy laws especially regarding to data storage</li> </ul>
Data integrity	5%	<ul style="list-style-type: none"> <li>• Liaise with Data Integrity and Systems Supervisor to ensure data is up to date and accurate. (Local and agency titles, Bookmaster and School accounts information). Use JIRA to record any changes that are required.</li> <li>• Ensure annual pricing increase information is provided to the Data Integrity and System Supervisor in a timely manner.</li> <li>• Maintain Primary account information in consultation with Finance.</li> <li>• Prepare and complete Primary title maintenance form as required.</li> <li>• When required provide information Sales and Marketing Manager to maintain Primary inventory.</li> </ul>	<ul style="list-style-type: none"> <li>• Problem-solving abilities with meticulous attention to detail and follow through</li> <li>• Priorities tasks according to business needs</li> <li>• Ability to think ahead to identify next steps and consequent actions</li> </ul>	<ul style="list-style-type: none"> <li>• Accuracy and data integrity</li> <li>• Information provided in a timely manner and meets deadlines</li> <li>• JIRA tickets and timely resolution of changes required</li> </ul>
Organisation, preparation and participation of internal and external conferences and team meetings	10%	<ul style="list-style-type: none"> <li>• Co-ordinate and assist with the organisation of national sales conferences, state sales meetings and conference calls.</li> <li>• Actively participate and present at internal sales conference and team meetings.</li> <li>• In conjunction with the Primary Sales and Marketing Manager plan and implement involvement in industry conferences.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent organisational skills with the ability to handle more than one project at one time</li> <li>• Ability to listen to internal and external customers and anticipate their needs</li> <li>• Ability to prioritise and work towards deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Active and positive contribution to team conferences and meetings</li> <li>• Meetings and conference run according to schedule</li> <li>• Achieving deadlines</li> </ul>

		<ul style="list-style-type: none"> <li>Plan, book and organise details of any industry conference, co-ordinate displays, and any personnel required to attend.</li> <li>Accompany Primary sales team and attend conferences where and when appropriate.</li> <li>Develop a comprehensive conference schedule and distribute schedule to sales team.</li> <li>Liaise with the Sales and Marketing Assistant to coordinate with travel arrangements as required.</li> <li>Provide conference / event support, including mailing, price lists, and other duties as directed.</li> <li>Liaise with other marketing colleagues to ensure display item transit, to maximise effectiveness for conference involvement, increase positive outcomes from conference involvement and maintain consistent and powerful branding across all conferences. Ensure correct items are dispatched to all conferences / events.</li> </ul>	<ul style="list-style-type: none"> <li>Gather and analyse information on internal customers' needs and compile thorough research from a variety of sources to ensure those needs are met</li> <li>Proven problem-solving skills</li> <li>Excellent presentation skills and the confidence in running group conference sessions</li> </ul>	<ul style="list-style-type: none"> <li>Industry conference involvement by Nelson Primary and run according to planning</li> <li>Consistent branding across conferences</li> <li>Participants resources at conferences and promotional activities including displays</li> <li>Cengage's effectiveness at conferences</li> <li>Customer-first focus, putting learning first</li> <li>Accurate invoices and timely payments</li> <li>Measurable ROI through lead generation</li> </ul>
Professional development and product sessions	5%	<ul style="list-style-type: none"> <li>Collaborate with School Administration Assistant to create professional development session invites.</li> <li>Collaborate with sales consultants to create product session invites, including venue and catering requirements.</li> <li>Create, design and distribute to targeted markets the professional development and product sessions invites, this will include print and eMarketing.</li> <li>Brief the Marketing Graphic Designer, when required, to produce invitations for product sessions and professional development.</li> <li>Coordinate email campaigns relating to professional development and product sessions by providing details to the Marketing Graphic Designer.</li> <li>Build attendance and engagement through marketing communications prior to and during conferences.</li> <li>Monitor progress of jobs submitted to the marketing designer(s) and ensure a proof is circulated and signed off by all stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to listen to internal and external customers and anticipate their needs</li> <li>Excellent verbal communication skills and solid creative writing skills with exceptional editorial skills</li> <li>Ability to organise detailed and complex information so it can be understood by others and they are able to action tasks as required</li> <li>Project management and planning skills</li> </ul>	<ul style="list-style-type: none"> <li>Brief provided to stakeholders and colleagues understanding of tasks required</li> <li>Creative invites and social media posts</li> <li>Increased participation in professional development and product sessions</li> <li>Smoothly run sessions, including appropriate venue and catering</li> <li>Resources available to sales representatives</li> <li>Smooth registration process for participants</li> <li>Measurable ROI through lead generation</li> </ul>

		<ul style="list-style-type: none"> <li>Assist Marketing Graphic Designer, Primary with conceptual ideas to market key product.</li> </ul>		
Return on Investment and reporting	5%	<ul style="list-style-type: none"> <li>Review monthly commission payments for Primary contractors, prepare and calculate manual adjustments.</li> <li>Work with the Marketing Communication Coordinator to respond to analytics on promotions and work to continually improve results.</li> <li>Measure the effectiveness of promotional activity based on customer needs and uptake.</li> <li>Prepare, distribute and maintain weekly / monthly sales reports and backorder reports for the Primary sales team for end of month sales analysis.</li> </ul>	<ul style="list-style-type: none"> <li>Analytical, quantitative, and problem-solving skills with aptitude to translate data analysis into business recommendation</li> <li>Understanding and experience working with Google Analytics tools and the ability to set up tracking/reporting mechanisms to capture key metrics required</li> <li>Excellent written and verbal communication skills</li> <li>Identify trends and anticipate market changes</li> </ul>	<ul style="list-style-type: none"> <li>Accurate and timely contractor payments</li> <li>Return on Investment</li> <li>Detailed and accurate reports produced on time</li> <li>Analytical thinking</li> <li>Effectiveness of promotional activity and action taken if not effective</li> </ul>
Communication and teamwork	10%	<ul style="list-style-type: none"> <li>Work closely and collaborate effectively with all team members to ensure successful and effective campaigns.</li> <li>Work with all team members to set and execute the editorial direction, design, production and distribution of all collateral.</li> <li>Communicate effectively and appropriately with internal and external stakeholders.</li> <li>Communicate and liaise with colleagues in other functional areas.</li> <li>Attend work-in-progress meetings and report on the status of specific projects / campaigns.</li> <li>Attend regular team meetings.</li> <li>Share information and knowledge with colleagues.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to organise detailed and complex information so it can be understood by others</li> <li>Excellent interpersonal skills and the ability to work within a close-knit team</li> <li>Ability to listen to and understand marketing objectives</li> <li>Ability to contribute to discussion in a friendly, clear manner</li> <li>Encourages others to obtain, share, interpret and apply information useful to the business performance</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates friendly, transparent, and proactive communication</li> <li>Collaboration, sharing ideas and learning in a team environment, challenging ourselves and others</li> <li>Shows mutual respect for others</li> <li>Embraces Cengage ethos and credo</li> <li>Attends and actively participates in meetings</li> <li>Minimal communication problems due to effective communication demonstrating mutual respect and acceptance of diverse thoughts and backgrounds</li> </ul>

Continuous Improvement	5%	<ul style="list-style-type: none"> <li>• In conjunction with the Sales and Marketing Manager continually assess the sales and marketing processes in accordance with divisional plans and procedures.</li> <li>• Keep abreast with the continual change in technology developments and share knowledge with manager and team.</li> <li>• Actively seek opportunities to extend and enhance personal knowledge and skills to better support customers and colleagues. This includes but is not limited to: knowledge regarding privacy laws, copyright and branding guidelines, sales and marketing trends etc.</li> <li>• Supports Continual Improvement processes throughout the entire project including during the audit process.</li> <li>• Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures.</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic and innovative thinker</li> <li>• Extensive understanding of the marketing processes</li> <li>• Analytical and problem-solving abilities with the ability to follow through project to completion</li> <li>• Ability to develop and implement innovative ideas</li> <li>• Effectively gather, sift and present information from a variety of sources and based on a sound understanding of publishing processes</li> <li>• Ability to use initiative and take responsibility</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous and process improvement</li> <li>• Execute and deliver initiatives to develop and implement standards and improvement</li> <li>• Reduction in departmental costs</li> <li>• Self-initiated training development of knowledge</li> <li>• Demonstrated initiative for issue resolution and new ideas to add value to users</li> <li>• A positive attitude to problem-solving, questioning the status quo and willingness to take calculated risks</li> </ul>
Workplace Health and Safety	5%	<ul style="list-style-type: none"> <li>• Be aware of duty of care and act in a safe manner.</li> <li>• Ensure all company WH&amp;S policies and procedures are adhered to.</li> <li>• Be familiar with property security, first aid and fire emergency procedures.</li> <li>• Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury.</li> <li>• Participate in WH&amp;S investigations when required.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to follow policies and procedures</li> <li>• Ability to use initiative and take responsibility</li> <li>• WH&amp;S aware</li> <li>• Analytical and problem-solving abilities</li> </ul>	<ul style="list-style-type: none"> <li>• Adherence to WH&amp;S policies and procedures</li> <li>• Increased WH&amp;S awareness</li> <li>• A positive attitude to WH&amp;S</li> <li>• Reduction of number of WH&amp;S incidents</li> </ul>

**Main contacts:**

**Internal:** Primary Sales and Marketing Manager, Primary sales and marketing team, Operations, Publishing, Editorial, Finance

**External:** Key customers, booksellers, contractors, conference organisers, promotional companies, direct mail house, external conference centres and travel agents

**Education / Qualifications / Experience:**

- Proven experience in sales or knowledge of the School education market
  - Experience in data base management
  - Proven administration and team support experience
  - Previous experience in marketing and/or communications preferred
  - Working with children check required
- 

**Our Ethos:**

- Put Learning First: We accelerate new ways of lifelong learning for everyone, including ourselves, with a relentless focus on our customers
- Embrace the Unknown: We question the status quo and take calculated risks to transform how the world learns. We are resilient and audacious
- Set the Bar Higher: We challenge others, and we challenge ourselves even more. We are always improving and never satisfied. We are unstoppable
- 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.
- 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.