

## POSITION DESCRIPTION



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**Name:****Job title:** Learning Consultant, Secondary**Date:** March 2022**Department:** Secondary Sales – School Division**Reports to:** Sales and Marketing Manager, Secondary

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**Basic purpose:**

The Learning Consultant, Secondary will sell and promote the Nelson Cengage Secondary school portfolio to booksellers, schools, and teachers within a designated territory. This territory will differ each year depending on curriculum change and targeted campaigns.

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

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**Principal accountabilities:**

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Selling activities and new opportunities	60%	<ul style="list-style-type: none"><li>• Liaise with the Sales and Marketing Manager set key objectives and strategy plans in accordance with the basic function of the sales year.</li><li>• Regional and interstate travel is required, as discussed, and planned with the Sales and Marketing Manager.</li><li>• Actively source new business to develop further sales and marketing opportunities in conjunction with the sales and marketing departments.</li><li>• Use effective selling techniques when promoting our print and digital resources. Most importantly, to close the business.</li><li>• Present our products to school faculties encompassing use of Nelson Digital platforms and products in your designated territory.</li></ul>	<ul style="list-style-type: none"><li>• Excellent understanding of the sales process</li><li>• General understanding of the Education and Publishing markets</li><li>• Ability to listen, anticipate and respond to customer needs creating a superior customer experience and customer delight</li><li>• Excellent communication and presentation skills</li><li>• Product and market knowledge</li><li>• Business acumen</li></ul>	<ul style="list-style-type: none"><li>• Actively contribute towards revenue generation, revenue growth and cost control</li><li>• Revenue growth – development of existing business</li><li>• New business</li><li>• Contribution to key sales results</li><li>• Customer-first focus, putting learning first</li><li>• Meet deadlines</li><li>• Approachability</li><li>• Develop positive relationships with customers and key stakeholders</li></ul>

	<ul style="list-style-type: none"> <li>• Utilise technology and multimedia as part of the sales process. This includes using Microsoft Office Suite, Zoom, PowerPoint, Customer Relationship Management System (Magellan), websites and other Cengage technologies developed for use with specific products.</li> <li>• Be the central point of contact (by telephone and email) from which schools and booksellers in the region can place orders and make inquiries.</li> <li>• 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.</li> <li>• Encourage and assist key booksellers in the Secondary education market to carry and promote the Nelson Cengage and other subject titles as directed by the Sales and Marketing Manager.</li> <li>• Maintain regular and close contact with curriculum committee officers, subject association officers, advisory teachers, consultants and other key personnel.</li> <li>• After consultation with the Sales and Marketing Manager co-operate to identify any areas of difficulty that might hinder the achievement of the overall revenue plan.</li> <li>• Perform any such related tasks as may reasonably be required to help achieve overall revenue plan for the Nelson Cengage range of products.</li> <li>• Conduct telemarketing to potential customers as directed by the Sales and Marketing Manager.</li> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to manage a demanding workload by prioritising urgent tasks while keeping all other aspects of the job under control</li> <li>• Excellent interpersonal skills and the ability to build relationships, maintaining effective relationships with internal and external customers</li> <li>• Excellent telephone manner with the ability to conduct Zoom meetings and product training sessions</li> <li>• Strong organisational and time management skills</li> <li>• Ability to work independently and as part of a team</li> <li>• The ability to prioritise and excellent negotiation skills</li> <li>• An understanding of diversity and the ability to relate to others</li> <li>• A transformative thinker comfortable with selling and presenting digital products and solutions that set Nelson Cengage apart</li> </ul>	<ul style="list-style-type: none"> <li>• Embraces Cengage core values, ethos and credo</li> <li>• Setting the bar higher to achieve the best possible outcome</li> <li>• Shows mutual respect for others and acknowledges diverse thoughts and backgrounds</li> <li>• Ability to build rapport and mutual respect</li> <li>• Friendly, transparent, and proactive communication</li> <li>• A positive attitude to problem-solving, questioning the status quo and willingness to take calculated risks</li> <li>• High level of technology skills</li> <li>• Actively uses networks to promote Cengage strategically in the industry and market</li> </ul>
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Sales and marketing strategic activities	10%	<ul style="list-style-type: none"> <li>• Inform and assist the portfolio managers and product managers about possible manuscript acquisition, potential authors and publishing opportunities.</li> <li>• Advise the Marketing Communication Specialist on specific needs to assist promotion of titles.</li> <li>• Initially report on suitability of the Nelson Cengage titles for the market, as well as trends and changes and then any other subject titles as directed by the Sales and Marketing Manager.</li> <li>• Arrange for Nelson Cengage titles and other subject titles to be displayed and promoted at relevant subject conferences, in-services and speciality displays.</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic thinker with the ability to create new ideas and develop initiatives that address growth opportunities</li> <li>• Product and market knowledge</li> <li>• The ability to identify trends and anticipate market changes</li> </ul>	<ul style="list-style-type: none"> <li>• Customer feedback, putting learning first</li> <li>• Friendly, transparent, and proactive communication</li> <li>• Approachability</li> <li>• Conference attendance and participation</li> <li>• Utilisation of all resources available</li> <li>• Collaboration, sharing ideas and learning in a team environment, challenging ourselves and others</li> </ul>
Professional Development	5%	<ul style="list-style-type: none"> <li>• Liaise with Sales and Marketing Manager to assist with the organising of professional development webinars across Australia.</li> </ul>	<ul style="list-style-type: none"> <li>• Strong organisational and time management skills</li> <li>• Product knowledge</li> <li>• Obtains, shares, interprets and applies information useful for business performance</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation of professional development workshops</li> <li>• Increased attendances to workshops</li> <li>• Shares ideas and learning in a team environment, challenges ourselves and others</li> </ul>
Administrative duties and reporting	5%	<ul style="list-style-type: none"> <li>• In Magellan process any orders to customer service.</li> <li>• Maintain accurate and up-to-date records of all sales and inspection copy requests in Magellan, as well as follow-up inquiries on all subject titles.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent administration and organisational skills</li> <li>• Excellent written and verbal communication skills</li> <li>• Effective time management skills</li> </ul>	<ul style="list-style-type: none"> <li>• Up to date territory records</li> <li>• Accurate and up to date information in Magellan</li> <li>• Conscientiousness, persistence and reliability in record maintenance and communication</li> </ul>

		<ul style="list-style-type: none"> <li>• Manage your territory effectively through the use of Magellan, by adding opportunities and sales activities against your customer.</li> <li>• Report weekly on all sales activities and opportunities in Magellan.</li> <li>• Regularly maintain territory records, keep track of all sales, and ensure records are added correctly.</li> <li>• Actively pursue cost saving measures.</li> <li>• Effective management of expenses and keep within budget constraints.</li> <li>• Effective management of allocated complimentary resources provided to customers.</li> </ul>	<ul style="list-style-type: none"> <li>• Highly developed computer skills</li> <li>• Proven problem-solving skills with keen attention to detail and follow through</li> <li>• Ability to work towards and meet deadlines</li> <li>• Ability to take direction and work autonomously to achieve results</li> </ul>	<ul style="list-style-type: none"> <li>• Adherence to policy and procedures</li> <li>• Meet deadlines</li> <li>• Quality and timeliness of reports generated</li> <li>• Cost control and expense management</li> </ul>
Continuous Improvement	10%	<ul style="list-style-type: none"> <li>• Support Continual Improvement processes throughout the entire process.</li> <li>• Seek opportunities to enhance documentation, processes and supported systems to improve processes 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 in order to better support customers and colleagues.</li> </ul>	<ul style="list-style-type: none"> <li>• Problem-solving abilities with keen attention to detail and follow through</li> <li>• A willingness to support and help others</li> <li>• Ability to use initiative and take responsibility</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous improvement and improved efficiency</li> <li>• Self-initiated training and development of knowledge</li> <li>• Demonstrated initiative for issue resolution and new ideas to add value to users</li> <li>• Participation and contribution of processes improvement projects</li> <li>• A positive attitude to problem-solving, questioning the status quo and willingness to take calculated risks</li> </ul>
Workplace Health and Safety	10%	<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> </ul>	<ul style="list-style-type: none"> <li>• Ability to follow policies and procedures</li> <li>• Ability to use initiative and take responsibility</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> </ul>

		<ul style="list-style-type: none"> <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>• WH&amp;S aware</li> <li>• Analytical and problem-solving abilities</li> </ul>	<ul style="list-style-type: none"> <li>• A positive attitude to WH&amp;S</li> <li>• Reduction of number of WH&amp;S incidents</li> </ul>
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**Direct reports:** Nil

**Main contacts:**

Internal: Sales and Marketing Manager, Secondary, sales and marketing staff, Customer Support, publishers

External: Teachers, booksellers, curriculum and professional development advisers

**Education / Qualifications / Experience / Certificates:**

Tertiary qualification preferred  
 Previous successful sales or teaching experience preferred  
 Full driver's license  
 Working with Children Check / Police Check (relevant to your state)  
 Proof of Covid vaccination certificate

**Our Ethos:**

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