

## POSITION DESCRIPTION



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<b>Name:</b>	TBA
<b>Job title:</b>	Business Alliance Manager
<b>Date:</b>	September 2021
<b>Department:</b>	Higher Education
<b>Reports to:</b>	Sales Manager, Vocational Education and Training

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### Basic purpose:

The Business Alliance Manager role is a field-based sales position, primarily responsible for selling Cengage Vocational assessment solutions direct to TAFEs and RTOs across Australia.

The Business Alliance Manager will source, develop and grow institutional partnerships across VET institutions.

This person will possess an expert level of understanding of Vocational assessments, and will be responsible for enhancing the customer experience, and driving growth via technology and process improvement.

The Business Alliance Manager will be an advocate for external customers and be the main contact point for implementation of solutions, problem-solving of issues, managing escalations, and all after-sales support. They will facilitate decision making, influence and mobilize different teams, drive issue resolution, work with great focus, detail orientation and sense of urgency, and translate effectively between multiple teams.

The Business Alliance Manager will work closely with the sales team, identifying revenue opportunities, and assisting in promoting and selling of all Cengage products and services, whilst acting as a liaison between Sales, Marketing, GPM, Content, and other internal stakeholders.

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### Principal accountabilities:

Key Outcome Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Stakeholder relationship management	30%	<ul style="list-style-type: none"><li>Identifies the needs of the customers (internal and external) and manages customer expectations.</li><li>Identify and respond to any potential customer issues, resolve efficiently, through an established escalation process.</li><li>Articulate the value of the business proposition and critical drivers for success.</li></ul>	<ul style="list-style-type: none"><li>Expert level of understanding of Australian Vocational Education and Training market and requirements</li><li>Provide information so that others are able to make accurate decisions</li><li>Have a strong service and solutions orientation</li><li>Ability to create competitive strategies and plans</li></ul>	<ul style="list-style-type: none"><li>Meeting customers' needs and expectations and business analyses</li><li>Execute and deliver initiatives to develop and implement product and sales strategies</li><li>Cengage and clients achieving needs, creating a win-win situation</li><li>Contribution to key sales results</li><li>A relentless focus on our customers</li></ul>

		<ul style="list-style-type: none"> <li>• Lead go-to-market initiatives for customer targeting, pricing, positioning, and launch strategies.</li> <li>• Recommend Cengage products, media, and services available for use in projects where appropriate.</li> <li>• Communicates the capacity of services and sets proper expectations to help achieve desired business outcomes and customer satisfaction.</li> <li>• Provides a single face to the customer – across all services and functional entities – creating a proactive relationship.</li> <li>• Articulates the value of services and products to the customers.</li> <li>• Develop and implement sales strategies, including go-to-market strategies and ongoing upskilling and training of sales team and other internal stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to listen, identify and anticipate needs and potential solutions based on the nature of business or workflow problems or challenges</li> <li>• Strategic thinking and knowledge of the impact strategies and tactics may have in the marketplace</li> <li>• Good numeracy skills and financial awareness and business acumen</li> <li>• A customer-focused attitude with a consultative approach</li> <li>• Has the perspective of the internal customer group as well as an understanding of external consumers, their needs and partners effectively to meet those needs</li> <li>• Demonstrated ability to work collaboratively with internal and external stakeholders</li> <li>• Embodies Cengage Ethos with regard to inclusion and diversity</li> <li>• Demonstrated experience delivering feedback and ideas specifically related to quality and best practices</li> <li>• Proven ability to resolve conflicts, influence customers and team members, and constructively solve problems</li> </ul>	<ul style="list-style-type: none"> <li>• Planning and strategic skills</li> </ul>
Technical knowledge and skill	30%	<ul style="list-style-type: none"> <li>• Consults with the customer about current and emerging business and technology needs.</li> <li>• Work collaboratively with subject matter experts, writers, content team, other internal stakeholders on projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Expert level of understanding of Australian Vocational Education and Training market, curricula, adoption process and requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Emerging and current business and technology understanding</li> <li>• Actively establish industry relationships and utilises networks to improve knowledge which adds value</li> </ul>

		<ul style="list-style-type: none"> <li>• Navigate Cengage resources to respond to business needs, investigate current or new technologies to address those needs and determine which tools would best meet those needs.</li> <li>• Create performance metrics to evaluate customer satisfaction.</li> <li>• Ongoing professional development, researching and upskilling to stay ahead of market changes.</li> <li>• Any other duties as directed.</li> </ul>	<ul style="list-style-type: none"> <li>• Highly skilled at linking customer needs with Cengage solutions</li> <li>• Identifies trends, impact of new technology, and anticipates market changes</li> <li>• Ability to understand and participates in business strategy development and comprehends goals and strategic direction</li> <li>• Ability to assess business needs and technical gathering requirements to meeting those needs</li> <li>• Proficient technology demonstration skills and ability and knowledge to demonstrate products</li> <li>• Experienced with business case creation and validation</li> <li>• Experience in a support function within educational technology</li> <li>• Knowledge of competitors</li> <li>• Excellent presentation skills</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting attendance and participation</li> <li>• Extensive product and market knowledge</li> <li>• Self-initiated training</li> </ul>
Project Management and problem-solving skills	20%	<ul style="list-style-type: none"> <li>• Working with internal stakeholders ensure seamless implementation of Cengage assessments for customers.</li> <li>• Anticipate potential roadblocks and objections.</li> <li>• Resolve customer issues efficiently with minimal disruption.</li> <li>• Be the liaison for the customer and continually communicate potential and future changes.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to scope projects, set clearly defined goals, prioritise, and meet deadlines</li> <li>• Strong project management skills, especially time management, tracking/reporting, and communication, with the ability to identify risks to projects and recommend solutions</li> <li>• Clearly understands the Cengage delivery model, processes and the capabilities to continually drive improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Leads, new product and solutions development</li> <li>• Ability to use initiative to solve and prevent problems</li> <li>• Ability to listen and liaise at all organisation level</li> <li>• Actively contribute towards revenue generation and cost containment</li> <li>• Meet deadlines</li> <li>• Bottom line focused</li> <li>• Ability to work in a team environment</li> </ul>

		<ul style="list-style-type: none"> <li>Actively participate in face-to-face meetings with clients and internal team members to effectively address stakeholder needs and ensure minimal communication problems occur.</li> <li>Ensure solution is appropriate for customer needs.</li> <li>Translate customer needs to internal teams so the deliverables meet client expectations.</li> <li>In consultation with Product team - recommend, review, and revise assessments, and content as appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>Communicates effectively with well-organized thoughts and relevant information tailoring messages to the customer</li> <li>Excellent negotiation skills, ability to create win – win situations</li> <li>Analytical and problem-solving abilities with keen attention to detail and follow through</li> <li>Excellent verbal and written communication skills and strong consultation skills</li> <li>Ability to work autonomously and within a team</li> </ul>	<ul style="list-style-type: none"> <li>Adherence to company policies and procedures</li> <li>Minimal communication problems due to effective communication</li> <li>Looks beyond the obvious and identify and resolve problems</li> </ul>
Reporting / data management	10%	<ul style="list-style-type: none"> <li>Produce a fortnightly sales report and other management reports when requested.</li> <li>Forecast and analyse data.</li> <li>Manage the territory effectively through the use of the Magellan and data warehouse.</li> <li>Regularly maintain territory records, keep track of all sales, and ensure records are coded correctly.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to work towards and meet deadlines</li> <li>Excellent administration and organisational skills</li> <li>Excellent communication skills</li> <li>Effective time management skills</li> <li>Highly developed computer skills</li> <li>Meticulous attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>Meeting deadlines</li> <li>Quality and timeliness of reports generated</li> <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> <li>Adherence to policy and procedures</li> </ul>
Continuous Improvement	5%	<ul style="list-style-type: none"> <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> </ul>	<ul style="list-style-type: none"> <li>Problem-solving abilities with keen attention to detail and follow through</li> <li>Strong understanding of text and digital product development and production processes</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> </ul>

		<ul style="list-style-type: none"> <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>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>

**Direct reports:** n/a

**Main contacts:**

Internal: Assessment Development Manager; Sales Manager - VET; Head of Sales and Marketing – HE and VET; Portfolio Lead – VET; Vice President – HE; HE marketing team, VET sales team, Digital Partnerships Managers; Business Development and Systems Manager; Content Managers; Customer Support Team

External: TAFE/RTO Managers; owners; Directors; executive and administrative staff

**Education / Qualifications / Experience:**

- Graduate or post graduate qualification
- Previous experience in the Vocational Education and Training sector
- Successful sales experience, with a proven track record in a relationship-selling environment
- Police check
- Driver’s license

**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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