

POSITION DESCRIPTION



Name:

Job title: Learning Consultant, VET (VIC)

Date: December 2021

Department: Sales, Higher Education Division

Reports to: Business Development Manager, VET

Basic purpose:

The Learning Consultant, VET is responsible for selling and promoting Cengage products to all key accounts within a designated Vocational Education and Training / RTO territory in Victoria.

The Learning Consultant is also required to ensure that editorial, marketing and sales information is utilised in the appropriate manner to generate and increase revenue.

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"> Identify all new opportunities and service existing accounts in Vocational Education and Training and RTO market in VIC using Cengage products. These accounts will be identified through the Customer Relationship Management System (Magellan) and data warehouse, in conjunction with sales and marketing. Make regular contact, mainly face to face calling, with every key Vocational Education and Training / RTO account/customer in your designated territory to promote Cengage products as effectively as possible and ensure all sales opportunities are maximised. Utilise technology and multimedia as part of the sales process. This includes using Microsoft Word, Excel, PowerPoint, Outlook, Customer Relationship Management System (Magellan), Data Warehouse, websites and other Cengage technologies developed for use with specific products. 	<ul style="list-style-type: none"> Excellent communication and presentation skills Product and market knowledge Excellent understanding of the sales process Sound understanding of the Vocational Education and Training / RTO market and the adoption process Good interpersonal skills and the ability to build relationships Proven problem-solving skills with keen attention to detail and follow through 	<ul style="list-style-type: none"> Actively contributes towards revenue generation, revenue growth and cost control Revenue growth New business Contribution to key sales results Customer-first focus, putting learning first Meeting deadlines Enjoy communicating and problem-solving, questioning the status quo and willingness to take calculated risks Approachability Embraces Cengage's ethos and credo

		<ul style="list-style-type: none"> Effectively manage customer relationships and expectations with all key accounts. Plan and make an average of 10 face to face calls per day within your designated territory. Work towards and achieve set sales targets. Actively pursuing cost saving measures. Effective management of expenses. Keep expenses within budget constraints. Any other duties as required by the Business Development Manager, VET. 	<ul style="list-style-type: none"> Ability and drive to work towards and meet deadlines and targets Excellent telephone manner with the 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 Business acumen Ability to build rapport An understanding of diversity and the ability to relate to others. Ability to establish and maintain effective relationships with internal and external customers Ability to listen and anticipate customer's needs 	<ul style="list-style-type: none"> Proactive working relationships demonstrating mutual respect and acceptance of diverse thoughts and backgrounds Setting the bar higher to achieve the best possible outcome, creating win-win situations
Sales and marketing strategic activities	10%	<ul style="list-style-type: none"> Liaise with Strategic Marketing Manager and use the eCampaign software provided to create your own email campaigns to customers. Develop product knowledge of Cengage texts and resources by actively attending sales conferences, and by utilising the sales tools distributed by the division (including catalogues, sales sheets, websites etc). Attend academic conferences and displays and represent the company in a professional manner. 	<ul style="list-style-type: none"> Strategic thinker with the ability to create new ideas and develop initiatives that address growth opportunities Product and market knowledge The ability to identify trends and anticipate market changes 	<ul style="list-style-type: none"> Customer feedback, putting learning first Friendly, transparent, and proactive communication Approachability, ability to build rapport and mutual respect Conference attendance and active participation Utilisation of all resources available

Administrative duties	5%	<ul style="list-style-type: none"> • Manage territory effectively through the use of the Magellan and data warehouse. • Regularly maintain territory records, keep track of all sales, and ensure records are coded correctly. • Submit monthly expenses in a timely manner including American Express invoices. 	<ul style="list-style-type: none"> • Excellent administration and organisational skills • Excellent written and verbal communication skills • Effective time management skills • Highly developed computer skills • Meticulous attention to detail 	<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 • Adherence to policy and procedures
Reporting	5%	<ul style="list-style-type: none"> • Produce a fortnightly sales report and other management reports when requested. 	<ul style="list-style-type: none"> • Ability to work towards and meet deadlines • Meticulous attention to detail • Obtains, shares, interprets and applies information useful for business performance 	<ul style="list-style-type: none"> • Meeting 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. • 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"> • Ability to follow policies and procedures • Ability to use initiative and take responsibility • WH&S aware • Analytical and problem-solving abilities 	<ul style="list-style-type: none"> • Adherence to WH&S policies and procedures • Increased WH&S awareness • A positive attitude to WH&S • Reduction of number of WH&S incidents
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Direct reports: Nil

Main contacts:

Internal: Business Development Manager - VET; Head of Sales – HE and VET; Vice President – HE; Business Alliance Manager - VET, Assessment Development Manager – VET; Strategic Marketing Manager; strategic marketing executives, learning consultants, Business Development and Systems Manager; Data Systems and Reporting Administrator; digital partnership managers; Marketing Coordinator; product managers; Customer Support Team

External: TAFE/RTO managers, TAFE/RTO lecturers, TAFE/RTO booksellers, authors

Education / Qualifications / Experience:

Tertiary qualification preferred
 Previous sales experience preferred
 Current driver’s licence
 Police Check
 Proof of Covid vaccination

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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