

POSITION DESCRIPTION



Name:

Position title: Sales Systems Coordinator

Date: September 2021

Department: Higher Education Sales

Reports to: Regional Sales and Systems Manager

Basic purpose:

The Sales Systems Coordinator assists in maximising Higher Education (HE) sales by driving usage of the Magellan CRM, and other sales systems across the organisation, through development and delivery of user specifications, user training, policy, best practice and support procedures.

The Sales Systems Coordinator is required to work closely with learning consultants and sales managers to identify opportunities and effectively use their tablets to ensure that sales and customer information is consistent, correct and accessible.

The Sales Systems Coordinator will also provide analysis of issues and recommendations for future requirements. The Sales Systems Coordinator is the first level in the governance cycle for maintenance and related projects and processes in relation to the CRM system and will be expected to work with the HE team in establishing best practice procedures and controls, and to ensure that these procedures are communicated, adhered to and visible and that expectations are managed.

The Sales Systems Coordinator is responsible for assisting the Sales team to deploy digital content across all platforms and to provide basic administrative support.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Data Integrity and sales processes	20%	<ul style="list-style-type: none"> Review current data in system and ensure information is clean and updated by institution, by course and by learning consultants. Communicate to each Learning Consultant at least once a fortnight regarding Magellan data entry and efficiencies. Through regular communication with the US Technology Services Magellan team, ensure CLA Magellan needs are being prioritised and addressed. 	<ul style="list-style-type: none"> Knowledge of Higher Education market and sales processes and business practices Comprehensively understand Cengage's internal data systems Experience in CRM databases Ability to analyse issues, knowledge capture and recommendations for future requirements 	<ul style="list-style-type: none"> A relentless focus on our customers Excellent technological skills Drive for results - support key sales results Ability to prioritise urgent tasks, and keep all aspects of the job under control Ability to work in a team environment, demonstrating mutual respect and collaboration

		<ul style="list-style-type: none"> • Assist in the project management of any new Magellan initiatives or rollouts to the organisation. Devise and communicate policies on usage in conjunction with the Regional Sales and Systems Manager and the Head of Sales and Marketing. • Liaise with all in house stakeholders – IT, customer service, marketing and publishing as well as with US Technology Services Magellan team. • Ensure effective use of CRM including marketing and publishing with the assistance of the Business Development and Systems Manager. • Assist in the greater understanding of Magellan. Create, maintain, promote and educate best practice guidelines for effectively using Magellan by HE learning consultants during a sales call. • During calling season travel, regularly with learning consultants (i.e. once a semester per LC). Provide feedback on usage, make recommendations, share information on findings with the LCs, train and assist in effective usage of Magellan. • Any other duties as required. 	<ul style="list-style-type: none"> • Establishes and maintains effective relationships • Computer literate in MS Office suite • Ability to communicate in technical language to system analysts and developers • Ability to communicate in non- technical language to learning consultants and other users • Analytical and problem-solving abilities with keen attention to detail and follow through • Ability to deal with user problems and provide support. • Willingness to learn and embrace new technologies • Understand colleagues' roles and tailor the communication to meet their needs and achieve desired outcomes • Excellent presentation skills 	<ul style="list-style-type: none"> • Actively contribute towards revenue generation, revenue growth and cost control • Data integrity • Effective working relationships • Enjoy communicating and problem-solving • Demonstrates friendly, proactive communication • Embraces Cengage ethos and credo • Knowledge of Magellan • Up to date and accurate data input by learning consultants • Customer information is consistent, correct and accessible • Knowledge and adherence to Australian privacy laws
Sales Systems administrative support	40%	<ul style="list-style-type: none"> • Provide general administration support to the Sales systems team. • Manage the support logs and allocate tasks to team members accordingly in an efficient and timely manner. • Log tasks to JIRA, SNOW and Zendesk regarding all sales systems projects. • Manage and maintain the daily sales dashboard. 	<ul style="list-style-type: none"> • Excellent written and verbal communication skills and a friendly telephone manner • Ability to manage and prioritise own workload to ensure deadlines are met according to business and customer needs • Strong organisational and project management skills 	<ul style="list-style-type: none"> • Conscientiousness, persistence and reliability in record maintenance and communication • Support provided and administrative tasks completed • JIRA logs allocated and resolution of tasks • Timely distribution of digital licence agreements • A relentless focus on our customers

		<ul style="list-style-type: none"> • In consultation with the Sales system manager assist with the deployment of digital materials to the library channel. • Manage support tickets for ed2go partners and direct customers. • Prepare and coordinate digital rights clearance for deployment of assets to digital sales channels. • Filing, tracking and organisation of all contracts and agreements pertaining to ed2go both physically and on the G drive. • Any other duties as directed. 	<ul style="list-style-type: none"> • Analytical and problem-solving abilities with keen attention to detail and follow through • Excellent interpersonal skills and the ability to work within a close-knit team and build relationships with key contacts throughout the organisation 	<ul style="list-style-type: none"> • Enjoy communicating and problem-solving questioning the status quo and willingness to take calculated risks • Meet target completion dates • Ability to liaise across the business • Setting the bar higher to achieve the best possible outcome
Reporting and training	20% combined	<ul style="list-style-type: none"> • Develop reports to support sales managers and learning consultants in improving usage of the Magellan system through improved data integrity and training. • Create, maintain and distribute monthly reports indicating Frontlist, sell-through, pipeline, conversion rates, war room adoptions and returns through the use of Magellan and Datawarehouse. • Assist in the planning, design and implement user training to support optimisation of Magellan. • Assist in the delivery training to sales managers in use of Magellan. Report functionality to improve visibility of learning consultants' performance and activity. • Advocate and train all appropriate marketing and publishing staff in the use of Magellan to access market, discipline and product data. • Assist in the delivery of Magellan training at sales conferences, regional team meetings and in the field through one-to-one sessions with learning consultants on campus 	<ul style="list-style-type: none"> • Product knowledge • High level of technology skills • Excellent communication skills, verbal and written • Develop proactive working relationships • Provide information so that others are able to make accurate decisions • Attentive and active listening • Effective presentation skills • Effectively coach and foster an environment of continuous improvement by positive role modelling and collaboration 	<ul style="list-style-type: none"> • Accurate and timely Magellan reports • Sales forecasting • A relentless focus on our customers • Learning consultants' knowledge and usage of Magellan • Excellent organisational skills • Problem solving skills • Excellent technological skills • Documentation provided • Time management skills • Highly developed training skills and training provided • Appropriate developmental training for staff • Self-initiated training • Shows mutual respect for others

				<ul style="list-style-type: none"> • Confidence in dealing with groups and respect diverse thoughts and backgrounds • Demonstrates friendly, transparent, and proactive communication • Shares information and knowledge with colleagues
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

Main contacts:

Internal: Regional Sales and Systems Manager, Head of Sales and Marketing, regional sales manager, HE sales team, HE Product team, HE Marketing, Digital Partnership team, IT, Operations, Contracts and Copyright Manager

External: Nil

Education / Qualifications / Experience:

- Graduate or post graduate qualification
 - Proven experience in sales or knowledge of the higher education market
 - Experience in data base management
 - Proven administration experience
 - Publishing or marketing background (desirable but not essential)
 - Police check required
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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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