

POSITION DESCRIPTION



Name:

Job title: Sales and Marketing Assistant, Primary

Date: January 2022

Department: Marketing, School Division

Reports to: Marketing Communications Specialist

Basic purpose:

The Sales and Marketing Assistant, Primary will contribute to the sales success of Cengage's Primary Division by providing marketing, sales and administration assistance to the Sales and Marketing teams.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Primary databases and sales and marketing campaigns	20%	<ul style="list-style-type: none"> Collaborate with the Sales and Marketing Coordinator to ensure the information in Primary customer database is up-to-date and accurate. This will specifically involve: <ul style="list-style-type: none"> ensuring information such as contact names, addresses, phone numbers and email addresses is correct entering new customer data elicited through competitions, surveys, telemarketing and other promotional activities using mail merge, transferring the information into Excel files for direct mail and email campaigns. Assist the Sales and Marketing Coordinator, Primary in preparing and executing database campaigns when required. Any other duties as directed by the Marketing Communications Specialist. 	<ul style="list-style-type: none"> Ability to work to deadlines Ability to manage and prioritise own workload to ensure deadlines are met according to business and customer needs Meticulous attention to detail Comprehensive understanding of Cengage branding guidelines, privacy and copyright laws 	<ul style="list-style-type: none"> Conscientiousness, persistence and reliability in record maintenance and communication Accurate and timely information presented Accurate and up to date database Ability to use initiative to solve and prevent problems Adherence to Cengage's policies and procedures Adherence to privacy laws regarding the collection of customer information Adherence to copyright laws

				<ul style="list-style-type: none"> Actively seeks solutions to problems that arise, questioning the status quo and willingness to take calculated risks
Australia / NZ Primary Websites	20%	<ul style="list-style-type: none"> Ensure product information on the Primary Australia / NZ websites is up-to-date and accurate. This will specifically involve: <ul style="list-style-type: none"> adding new product information into PIM and Media Manager checking pages on the website to ensure information is current and accurate create flipbooks adding virtual and face-to-face events, conference and workshops uploading website artwork and other content 	<ul style="list-style-type: none"> Meticulous attention to detail Ability to prioritise work and manage work time accordingly to meet deadlines Willingness to use technology and prepared to be trained on systems implemented at Cengage, i.e. Magellan, Salesforce PIM Ability to listen and understand marketing, publishing and editorial aims 	<ul style="list-style-type: none"> Accurate and up to date website Conscientiousness, persistence and reliability in record maintenance and communication Customer-first focus, putting learning first Meet target completion dates Product knowledge
Primary social media	20%	<ul style="list-style-type: none"> Plan and execute posting of social media messages (Facebook, Instagram, YouTube) as discussed with the Marketing Communications Specialist. Ensure content is current, engaging and regularly updated. Develop a keen understanding of competitors' social media presence. Ensure Company social media policies and procedures are followed, especially when dealing with negative feedback. 	<ul style="list-style-type: none"> Ability to listen and understand marketing, publishing and editorial aims A basic knowledge of the main social media platforms (Facebook, Instagram, YouTube) Meticulous attention to detail Ability to follow policies and procedures 	<ul style="list-style-type: none"> Customer feedback Customer engagement Market penetration / lead generation
Australia / NZ Primary marketing material	5%	<ul style="list-style-type: none"> Assist the Sales and Marketing Coordinator to dispatch marketing material as required. This may include the preparation of basic sales support material such as, price lists, product information sheets, competition entry forms etc using MS Word. Work with Sales and Marketing Coordinator to ensure that all promotional material is distributed to staff, commission representatives, booksellers and the mail-house as briefed. 	<ul style="list-style-type: none"> Analytical and problem-solving abilities with keen attention to detail and follow through Effective time management skills Anticipate customer needs Ability to work as part of a team 	<ul style="list-style-type: none"> Customer-first focus, putting learning first Approachability and effectively internal relationships Shows mutual respect for to others and anticipate customer needs

		<ul style="list-style-type: none"> • Prepare giveaway packs for distribution at Primary product sessions, when required. • Assist with any other tasks / administration duties as required. 	<ul style="list-style-type: none"> • Ability to work independently without excessive supervision • Easy to approach and talk to • Builds rapport • Establishes and maintains effective relationships • Organised and task-orientated • Ability to work in a busy environment 	<ul style="list-style-type: none"> • Drive for results, ability to meet deadlines • Embraces Cengage's ethos and credo • Setting the bar higher to achieve the best possible outcome • Accuracy and timeliness of promotional material • Excellent phone manner • Ability to use initiative to solve and prevent problems • Collaboration, sharing ideas and learning in a team environment, challenging ourselves and others
Australia / NZ Primary Sales	15%	<ul style="list-style-type: none"> • Assist the Sales and Marketing Coordinator as required in the following areas: <ul style="list-style-type: none"> - Sales team and Customer queries, quotes, order processing and Customer Service queries. - New resource administration, title maintenance to sample copies, order form generation and distribution • When required liaise and assist external customers in the setup of digital subscriptions. • Assist customers who are purchasing Professional Development session tickets. • Any other duties as required. 	<ul style="list-style-type: none"> • Meticulous attention to detail • Interpersonal skills with the ability to build relationships and a willingness to help others • Excellent written and spoken communication skills • Excellent administration and organisational skills • Effective time management skills • Proven problem-solving skills with keen attention to detail and follow through 	<ul style="list-style-type: none"> • Ability to use initiative to solve and prevent problems • Show mutual respect for others and anticipate internal and external customer needs • Timely and accurate reports • Accuracy • Accurate and timely information presented • Ability to work within a team and respect diverse thoughts and backgrounds

Continuous Improvement	10%	<ul style="list-style-type: none"> • Supports Continual Improvement processes throughout the entire project including supporting Project Managers during the audit process. • 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

Direct reports: Nil

Main contacts:

Internal: Marketing Communications Specialist, Sales and Marketing Coordinator, Primary Sales and Marketing Manager, Marketing Designer, NZ Primary Sales Manager, Primary Sales team (AUS/NZ), Operations

External: External customers, teachers, booksellers, promotional companies

Education / Qualifications / Experience / Certificates:

Marketing Diploma / Degree and / or experience working in a marketing or communications role
Working with Children 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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