

## POSITION DESCRIPTION



**Name:**

**Position Title:** Sales and Marketing Coordinator (12-month Maternity Leave contract)

**Date:** November 2020

**Department:** Secondary Sales, School Division

**Reports to:** Sales and Marketing Manager, Secondary

### Basic purpose:

The Sales and Marketing Coordinator will coordinate product requirements for the Secondary Sales Department and provide support to the national sales team.

The Sales and Marketing Coordinator assists in maximising Secondary sales by driving usage of the Magellan CRM, through user training, policy, best practice and support procedures.

This position will work closely with the marketing coordinators and the Sales and Marketing Manager, Secondary to assist with booking all external events and internal events.

### Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Product and inventory maintenance	25%	<ul style="list-style-type: none"><li>• Liaise with Secondary education consultants and Customer Service regarding orders, general enquiries and stock availability.</li><li>• Monitor stock levels. Liaise and collaborate with GPM to organise a final approved reprint of local titles.</li><li>• Complete title maintenance of locally produced and agency titles.</li><li>• Conduct any associated PIM title maintenance.</li><li>• Be responsible for all title maintenance for all new editions, linking and substituting previous titles where required.</li><li>• Implement an annual price rise on all titles in consultation with the Sales and Marketing Manager.</li><li>• Organise biannual pulping of inventory in conjunction with the Inventory and Supply Chain Manager.</li></ul>	<ul style="list-style-type: none"><li>• Prioritise urgent tasks and keep all aspects of the job under control</li><li>• Problem-solving abilities with keen attention to detail and follow through</li><li>• Product knowledge and stock levels</li><li>• Accurate data entry</li><li>• A willingness to assist others</li><li>• Ability to set goal and work towards deadlines according to business and customer needs</li><li>• Effective time management skills</li></ul>	<ul style="list-style-type: none"><li>• Customer first focus, putting learning first</li><li>• External and Internal customer feedback</li><li>• Reduction in inventory loss</li><li>• Title maintenance and Data integrity</li><li>• Conscientiousness, persistence and reliability in record maintenance and communication, reviews own work for accuracy</li><li>• Stock levels</li></ul>

		<ul style="list-style-type: none"> <li>• Work with the Inventory Controller and Supply Chain Manager as needed to facilitate the consolidation of agency product.</li> <li>• Any other duties as directed by the Sales and Marketing Manager, Secondary.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to use initiative and to work as a team member</li> <li>• Ability to work in a hectic environment</li> <li>• Organised and task-orientated</li> </ul>	<ul style="list-style-type: none"> <li>• Effective working relationships, demonstrating mutual respect for others and acknowledging diverse thoughts and backgrounds</li> </ul>
Administration, sales, marketing and strategic objectives	25%	<ul style="list-style-type: none"> <li>• Provide administration and sales and marketing support to the Sales and Marketing Manager, Secondary and the national Secondary sales team as required.</li> <li>• Provide on-going maintenance of sales vs. plan documentation.</li> <li>• Ensure the timely distribution of new product samples to booksellers and sales staff including product overview information.</li> <li>• Provide product information sheets for all new agency titles and update existing ones where required.</li> <li>• Liaise with marketing staff to provide availability, price and ISBN checks during annual catalogue development.</li> <li>• Provide additional support to the marketing coordinators as required and time permitting within the division.</li> <li>• Book and communicate all travel reservations for the Sales team.</li> <li>• Coordinate the invoicing of current PDF agreements with schools annually according to the licence agreement.</li> <li>• Coordinate supply of PDFs to all DRM accounts as soon as PDFs are available and provide an annual pricelist that includes PDF and code prices.</li> </ul>	<ul style="list-style-type: none"> <li>• Exceptional communication and administration skills</li> <li>• Organised and task-orientated, ability to identify the key issues in complex situations, apply good judgment and timely decision-making</li> <li>• Meticulous attention to detail</li> <li>• Ability to manage and prioritise own workload to ensure deadlines are met according to business and customer needs</li> <li>• Excellent interpersonal skills with the ability to work within a close-knit team and build relationships with key contacts throughout the organisation</li> <li>• Easy to approach and talk to</li> <li>• Ability to work independently without excessive supervision</li> </ul>	<ul style="list-style-type: none"> <li>• Customer-first focus, putting learning first</li> <li>• Proactive problem-solving, questioning the status quo and willingness to take calculated risks</li> <li>• Meeting deadlines</li> <li>• Accurate inputting of information, reviews own work for accuracy</li> <li>• Embraces Cengage's 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>• Friendly, transparent, and proactive communication</li> </ul>
Maintain the Magellan CRM and NelsonNet access	30%	<ul style="list-style-type: none"> <li>• Report monthly using the Magellan Reports function on Opportunities tracking by education consultants.</li> <li>• Maintain the Magellan database with active school accounts so that NelsonNet activations can be processed.</li> <li>• Liaise with the US Magellan contacts and the Sales System Coordinator regarding updates and changes to the CRM.</li> </ul>	<ul style="list-style-type: none"> <li>• CRM knowledge</li> <li>• High level of technology skills</li> <li>• Excellent communication skills, verbal and written</li> <li>• Develop proactive working relationships</li> <li>• Attentive and active listening</li> </ul>	<ul style="list-style-type: none"> <li>• Timely reports</li> <li>• Knowledge of Magellan</li> <li>• Up to date and accurate data input by education consultants</li> <li>• Customer information is consistent, correct and accessible</li> </ul>

		<ul style="list-style-type: none"> <li>• Provide training to all sales, marketing and publishing teams on Magellan. To ensure that Magellan is used to: <ul style="list-style-type: none"> <li>- Build a database of key contacts for Sales and Marketing</li> <li>- Track potential adoptions, process inspection copy and desk copy orders.</li> </ul> </li> <li>• Provide transparency to the business of the adoption cycle.</li> <li>• Report weekly on opportunities in development.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide information so that others are able to make accurate decisions</li> <li>• Effective presentation skills</li> <li>• Effectively coach and foster an environment of continuous improvement by positive role modelling and collaboration</li> <li>• Ability to provide ongoing, balanced and constructive feedback to facilitate learning</li> </ul>	<ul style="list-style-type: none"> <li>• Highly developed training skills and training provided</li> <li>• Appropriate developmental training for staff</li> </ul>
Continuous Improvement	10%	<ul style="list-style-type: none"> <li>• Support Continual Improvement processes throughout the entire project including supporting Project Managers with the audit process when required.</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> <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:** Nil

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**Main contacts:**

**Internal:** Sales and Marketing Manager, Secondary, the Secondary sales and marketing team, GPM, Data Integrity, Customer Service, Inventory Controller and Supply Chain Manager and team, publishers

**External:** Teachers, consultants, booksellers and conference organisers

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**Education / Qualifications / Experience:**

Along with appropriate Secondary and post Secondary education qualifications, this position requires a person with strong organisational, administrative and communication skills and the ability to prioritise and to think clearly.

Experience within the Secondary publishing and / or sales market would be well regarded.  
Working with Children check

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**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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