Role Profile – Position Level

Role Title:	Learning and Assessment Consultant	**Level:**	*5*
Job Family	***Sales & Marketing***	**Sub family**	*Sales*
Department:	English	**Location:**	Czech Republic

Role reports to:	Area Manager
Direct Reports:	None
Indirect Reports:	None

PURPOSE OF ROLE:

To support the attainment of annual revenue targets by implementing the approved country strategic plan and by developing both existing and new business in an allocated territory or by developing assigned accounts within a territory, under the directions of Cambridge UK.

KEY ACCOUNTABILITIES:

- Support the achievement of annual **revenue and profitability targets** for an assigned territory, broken down by product type within an assigned budget
- Carry out direct visits to potential **new customers**, according to agreed prioritisation and country strategic plans, advising on full range of Cambridge English learning solutions
- Provide post-business development activities support to **existing customer base**, according to prioritised segmentation, to maximise revenue across the full range of Cambridge English products
- Build an accurate and appropriate **pipeline** of leads and opportunities to feed future growth and meet revenue targets
- Ensure all planning and visit information is **logged on Salesforce** to facilitate full customer support, accurate monitoring of business development activity and forecasting in the assigned territory
- **Collaborate with Marketing** by strengthening the recognition of Cambridge certificates and assisting with local events and campaigns
- Be **the voice of the customer**, obtaining market knowledge, competitor intelligence and after-business development activities product feedback.
- **Compliance:** Embody Cambridge University Press and Assessment values and ethics and ensure that all ethics and compliance policies are adhered to. Foster ethical behaviours within the market and ensure that any issues are reported as promptly and fully to global compliance colleagues.

KEY RELATIONSHIPS (INTERNAL AND EXTERNAL):

Internal: Other L&A Consultants, Business Data Analyst, Marketing (Lead Generation, Recognition, Events Management, Customer Insight), Operations

External: Exams Centres, Book distributors and agents, Bookshops, Teachers, Schools, Head Teachers and Principals, Parents, Students (as applicable)

AUTHORITY LEVEL (PEOPLE, POLICY, FINANCIAL):

Financial Dimensions: Please provide the **numbers** that give a picture of the role

Budgets (over which you hold direct or indirect management responsibility. Please exclude headcount)	**Income** (that role is responsible for delivering or makes direct contribution to delivery of) Will depend on the territory or accounts within a territory
	Direct costs (budgets set and controlled by post holder) Annual travel budget
	Indirect costs (post holder authorises spending on budget, delegated by budget holder) None
Staff (The number and grades of staff you manage)	None
Other numbers (any financial data that puts the role into context)	Serviceable Addressable Market, Value of BD pipeline (P1-P4), average revenue per customer account

This role does not have authority to engage in prohibited activities , e.g. not to conclude/sign any customer contracts, not to negotiate material contractual matters, not to make decisions to accept new customers, not to make decisions on pricing frameworks etc in line with our SSO manual.

The L&A Consultant contributes to the success of the territory by identifying and helping to convert new business opportunities into revenue. The job holder personifies the single Cambridge in the eyes of the customer, establishing direct relationships with schools and other institutions, nurturing existing accounts and cross selling the full range of products. He/she will support the growth of revenue by increasing the capability of our channel partners, making them work together and sell the full portfolio, wherever possible.

ESSENTIAL KNOWLEDGE/ QUALIFICATIONS

- Educated to degree / high school diploma level (or equivalent experience)
- Knowledge of local educational system
- Sales or marketing qualification (desirable)
- Teaching qualification (desirable)
- A good knowledge of Cambridge products.

ESSENTIAL SKILL(S)

- Excellent written and verbal communication skills
- Language skills: Minimum C1 level in local language and minimum C1 in English
- Good IT skills - competent user of Microsoft suite and CRM (Salesforce, preferred)
- Excellent public speaking, presentation (individual and group) and negotiation skills
- Highly organised and able to work on own initiative, individually and as part of a team
- Consultative selling skills
- Full, clean, local driving licence.

ESSENTIAL EXPERIENCE

- Experience in Sales/ Business development in the educational sector
- Work experience in sales/marketing.

KEY COMPETENCIES (VALUES OR ORGANISATIONAL VALUES):

- Collaboration – Working together effectively, with a positive attitude, as a part of an inclusive and diverse global network to create better outcomes
- Empowerment – Take accountability for our decisions in order to create an environment that our people and customers can succeed in
- Innovation – Learn continuously to improve and make things better for our customers
- Responsibility – Act with efficiency and care to ensure that we, and our profits, contribute to society and our planet.

KEY COMPETENCIES (FUNCTIONAL):

- Product knowledge
- Customer focus ability to build lasting relationships
- Solutions orientation
- Attention to detail and preparedness
- Perseverance
- Resilience.

CONTEXT OF THE ROLE: (Add context and other dimensions to help describe the role)

- The work is likely to be seasonal in nature. Peak promotion will be during the school year followed by time for planning.
- Some weekend work and additional hours may be required
- Extensive travel is likely within the allocated territory with some overnight stays.