

## POSITION DESCRIPTION



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**Name:****Job title:** Learning Consultant, HE (QLD)**Date:** April 2024**Department:** Sales, Higher Education**Reports to:** HED - Head of Sales

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**Basic Purpose:**

The Learning Consultant, Higher Education (QLD) will sell and promote Cengage print and digital products to all university academics within a designated territory.

This position is also required to ensure that content, marketing and sales information is collected from the field and utilised appropriately to generate and increase revenue.

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**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"><li>Identify all potential (<i>major</i>) courses that can use Cengage titles as outlined in the major titles list and catalogues.</li><li>These accounts will be identified through the Customer Relationship Management System (Salesforce) and data warehouse and institute research.</li><li>Contact lecturers teaching these courses and maximise all sales opportunities. Contact will be through face-to-face calling (<i>making at least 10 calls per day</i>), zoom, phone and email.</li><li>Actively source new business through websites, etc to develop further sales and marketing opportunities in conjunction with the sales and marketing departments.</li></ul>	<ul style="list-style-type: none"><li>Excellent communication and presentation skills</li><li>Good interpersonal skills and the ability to build relationships with internal and external customers</li><li>An understanding of diversity and the ability to relate to others. Ability to listen and anticipate customer's needs</li><li>Product and market knowledge</li><li>Excellent understanding of the sales process</li><li>Sound understanding of the HE market and the adoption process</li></ul>	<ul style="list-style-type: none"><li>Actively contributes towards revenue generation, revenue growth and cost control</li><li>Revenue growth</li><li>New business</li><li>Contribution to key sales results</li><li>A relentless focus on our customers, putting learning first</li><li>Meeting deadlines</li><li>Enjoy communicating and problem-solving, questioning the status quo and willingness to take calculated risks</li><li>Approachability, ability to build rapport and mutual respect</li></ul>

		<ul style="list-style-type: none"> <li>Effectively manage customer relationships and expectations with all key accounts, lecturers, bookshop managers and text buyers.</li> <li>Use effective selling techniques when promoting our texts and resources. Most importantly, to close the business.</li> <li>Utilise technology and multimedia as part of the sales process. This includes using CRM Sales Force, internal business systems, product technologies and account websites and any other Cengage technologies developed for use with specific products.</li> <li>Work towards and achieve set sales targets.</li> <li>Actively pursuing cost saving measures.</li> <li>Effective management of expenses.</li> <li>Keep expenses within budget constraints.</li> <li>Any other duties as required by the Field Sales Manager.</li> </ul>	<ul style="list-style-type: none"> <li>Proven problem-solving skills with keen attention to detail and follow through</li> <li>Ability and drive to work towards and meet deadlines and targets</li> <li>Excellent telephone manner with the ability to conduct phone and video conferencing product training sessions</li> <li>Strong organisational and time management skills</li> <li>Ability to work independently and as part of a team</li> <li>Business acumen</li> <li>Ability to build rapport</li> </ul>	<ul style="list-style-type: none"> <li>Proactive working relationships with key stakeholders</li> <li>Embraces the Cengage ethos and credo</li> <li>Proactive working relationships demonstrating mutual respect and acceptance of diverse thoughts and backgrounds</li> <li>Setting the bar higher to achieve the best possible outcome, creating win-win situations</li> </ul>
Sales and marketing strategic activities	10%	<ul style="list-style-type: none"> <li>Develop product knowledge of Cengage texts and resources by attending and actively participating in sales conferences, and by utilising the sales tools distributed by the division (including support employees, catalogues, sales sheets, websites etc).</li> <li>Attend academic conferences and displays and represent the company in a professional manner.</li> </ul>	<ul style="list-style-type: none"> <li>Strategic thinker with the ability to generate new ideas and develop initiatives that address growth opportunities</li> <li>Product and market knowledge</li> <li>The ability to identify trends and anticipate market changes</li> </ul>	<ul style="list-style-type: none"> <li>Actioning Customer feedback, putting learning first</li> <li>Friendly, transparent, and proactive communication</li> <li>Approachability, ability to build rapport and mutual respect</li> <li>Conference attendance and participation</li> <li>Utilisation of all resources available</li> </ul>

Administrative duties	5%	<ul style="list-style-type: none"> <li>• Manage your territory effectively through the use of the Magellan and data warehouse.</li> <li>• Regularly maintain territory records, keep track of all sales, and ensure records are coded correctly.</li> <li>• Submit monthly expenses in a timely manner including American Express invoices.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent administration and organisational skills</li> <li>• Excellent written and verbal communication skills</li> <li>• Effective time management skills</li> <li>• Highly developed computer skills</li> <li>• Meticulous attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>• Up-to-date territory records</li> <li>• Accurate and up to date information in Magellan</li> <li>• Conscientiousness, persistence and reliability in record maintenance and communication</li> <li>• Adherence to policy and procedures</li> </ul>
Reporting	5%	<ul style="list-style-type: none"> <li>• Produce a fortnightly sales report and other management reports when requested.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to work towards and meet deadlines</li> <li>• Meticulous attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting deadlines</li> <li>• Quality and timeliness of reports generated</li> <li>• Collaboration, sharing ideas and learning in a team environment, challenging ourselves and others</li> </ul>
Continuous Improvement	10%	<ul style="list-style-type: none"> <li>• Supports Continual Improvement processes throughout the entire project including supporting Project Managers the audit process.</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> </ul>	<ul style="list-style-type: none"> <li>• Ability to follow policies and procedures</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> </ul>

		<ul style="list-style-type: none"> <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 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>• A positive attitude to WH&amp;S</li> <li>• Reduction of number of WH&amp;S incidents</li> </ul>
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**Direct reports:** Nil

**Main contacts:**

Internal: Head of Sales, HE (ANZ), HE Marketing team, HE Sales team, Head of Digital Partnerships and team, Product team, GPM, Customer Support

External: Lecturers, booksellers, authors

**Education / Qualifications / Experience/Certificate:**

Tertiary qualification preferred  
 Previous sales experience  
 Full Driver's license  
 Police check

**Our 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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