



JOB DESCRIPTION

Job Title	ELT Sales Consultant
Job Holder	Click here to enter text.
Reports to	Regional Sales Manager
Date	

1. Job Purpose

The post holder is responsible for the sales and promotion of Cambridge University Press ELT print and blended learning products within a defined geographical area to agreed targets. The principal customer groups are decision makers and influencers in all categories of English language learning instruction in post secondary education.

2. Dimensions

Financial:	Responsible for the promotions of the ELT resource list, working to monthly key performance indicators and annual targets.
Staff:	None
Other:	Click here to enter text.

3. Principal Accountabilities

1. To prospect, drive business and close sales against an assigned revenue goal.
2. To develop and enact a territory sales plan to identify key priorities and commit to milestones.
3. To act as a brand advocate for Cambridge University Press in Canada.
4. To email, telephone, and if applicable, visit prospects to build awareness, develop relationships, identify key contacts, understand decision-making processes, and capitalize on funding cycles.
5. To understand market and product knowledge in order to best align products to customer needs.
6. To identify and enact local marketing campaigns and work with the Sales/Marketing Manager to modify marketing material accordingly.
7. To provide key account management to ensure that customers have timely information and CUP maintains visibility throughout the fiscal year.

8. To attend conferences with appropriate exhibits and presentations, following up on conference leads in a timely manner to qualify opportunities.
9. To troubleshoot customer support and connect clients with the Cambridge support departments, ensuring follow-through.
10. To ensure Salesforce data is accurate and maintained on a daily basis in line with the business targets.

Additional Duties

To carry out any other duties which may be reasonably expected of you by your immediate manager or a senior director.

Press Policies and Procedures

To abide by all Press policies and procedures, as detailed in your contract of employment and the Staff Handbook, e.g. Health and Safety, e-mail and Internet use and standards of behaviour.

4. Context

(a) Operating Environment:	The CUP ELT division develops blended learning solutions for the post-secondary English language learner. The role will be working to help CUP realize sales within the Canadian market where there is already established competition from other publishers and educational services providers, with the expectation of increasing CUP market share.
(b) Framework & Boundaries:	The role will be located within Canada but work with the USA Sales team.
(c) Organisation:	ELT Sales – USA

5. Relationships

(a) Subordinates:	None
(b) Superior(s):	Regional Sales Manager
(c) Other Contacts: Within the company Outside the company	Regional Marketing Executive Click here to enter text.

6. Knowledge and Experience

1. An understanding of ELT pedagogy and methodologies. Classroom teaching experience is preferred.
2. Exceptional written and verbal communicator with finely-tuned organizational and prioritization skills.
3. Methodical, logical and organized and calm under pressure.
4. Ability to understand, visualize and implement brand strategy (at conferences, through written communication and interpersonal relationships).
5. Ability to think both strategically and tactically with strong attention to detail.
6. Ability to learn new tools and systems and implement accordingly.
7. Ability to work with Office and Adobe suite of products preferred.

7. Job Challenge(s):

Click here to enter text.

8. Additional Information:

Previous ELT/publishing experience is required.

9. Sign Off

Job Holder Click here to enter text.

Date

Manager Click here to enter text.

Date