

# Job Description

## Job Details

<b>Job Title</b>	Sales Manager
<b>Team</b>	Sales, Content Services
<b>Job Type</b>	Full Time
<b>Reports To</b>	Chief Executive Officer
<b>Responsible For</b>	Sales Team, Content Services
<b>Working Hours</b>	Monday to Friday, 9:00am to 5:30pm. From time to time there may be a requirement to change normal working hours due to operational need.

## Overall Purpose of the Role

The Sales Manager will drive market adoption of the Company's Content Services/Products and be responsible for revenue growth of these KnowledgePoint Services. The Sales Manager will take a global perspective on market opportunities and lead in the assessment and prioritisation of geographic as well as key market segments.

## Key Personal Responsibilities

- ☐ **Leadership:** Deliver strategic leadership for defining the commercial path to growth and profitability of Content Services and the establishment of an effective growth process and infrastructure. Develop collaborative working relationships within the organisation in pursuit of the Company's overall business goals.
- ☐ **Marketing:** Work closely with the Company's Marketing team to develop a strategy with an emphasis on achieving market penetration and sales growth using a cost-effective customer acquisition and retention approach and market demand generation.
- ☐ **Sales:** Develop and implement the Company's Content Services sales strategy across key market segments to ensure that the Company identifies and optimises a clear path to aggressive growth. Assess, build and manage current or future channels capable of delivering on the Content Services Company's growth objectives.  
Including, for example:
  - Inside sales
  - Direct sales
  - Enterprise sales
  - Distributors (where applicable)
- ☐ **Business Development:** Originate, deliver and manage business development opportunities that are consistent with the Company's strategy for revenue growth.

## Supporting KnowledgePoint:

- ☐ To provide support and assistance to the Sales team to ensure that their relevant needs are met
- ☐ To develop and achieve objectives within the Sales team to improve the quality of service provided
- ☐ To ensure procedures are documented and audited regularly, ensuring process documents are controlled and available to all relevant staff members
- ☐ To ensure all ActionPoints assigned to the Sales team are investigated and completed within the agreed timescales, ensuring investigations are thorough and preventative measures are relevant and achievable.
- ☐ To ensure that all team members are trained, or are being trained, to the agreed standards and schedule as detailed in the relevant training plan, whilst ensuring the relevant documentation is completed efficiently and accurately
- ☐ To ensure team moral and motivation is maintained to a high level at all times, and that staff behaviour is monitored
- ☐ To conduct or participate in the Company disciplinary process, when required
- ☐ To participate in the recruitment process, when required
- ☐ To ensure that employee reviews are conducted effectively and on schedule, ensuring performance issues are documented clearly, and objectives and targets are set and monitored to promote improvement
- ☐ To set and monitor Key Performance Indicators for all Sales support staff and act on information gained from reported measurements

- ☐ To conduct regular meetings with all direct reports to review team performance, training, targets and staff issues
- ☐ To ensure all documentation relating to the absence and holiday procedures are completed efficiently and accurately
- ☐ To ensure that all client support and Company procedures are followed and maintained effectively by all team members
- ☐ To proactively lead and participate in continuous improvement initiatives, and use own initiative and creativity to promote improvement throughout the business
- ☐ To ensure a high standard of housekeeping and file management is maintained in all work areas
- ☐ To promote team work in all areas of the business to help achieve common goals and targets.
- ☐ To provide full support to work colleagues and Directors by undertaking any reasonable tasks requested
- ☐ To uphold a positive attitude to your personal development and training
- ☐ To ensure that all personal and role SLAs and objectives/targets are met
- ☐ To work closely with the other teams and departments to improve processes and ensure our customers' needs are met, and promote team work in all areas of the business to help achieve common goals and targets.
- ☐ To actively support colleagues in their roles and develop strong relationships across the business.

### **Key Company Responsibilities**

- ☐ To promote equality, diversity and Human Rights in working practices by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly, and contributing to developing equality of opportunity in working practices
- ☐ To ensure all work undertaken is in line with Data Protection requirements and a high degree of confidentiality is maintained at all times
- ☐ To ensure your behaviour complies with organisational values and you work effectively to meet the demands of your role. Identify, implement and monitor development activities to enhance your own performance
- ☐ To make best use of technology in support of your role, ensuring correct operation and compliance with organisational and legal requirements
- ☐ To ensure welfare, health & safety standards and procedures are upheld and maintained at all times with regard to yourself and colleagues in line with organisational and legal requirements
- ☐ To understand and maintain ISO and IIP accreditations by ensuring compliance to relevant processes, standards and operating procedures
- ☐ To provide a reliable and consistent training materials service ensuring customer's requirements are met at all times and to the highest standards