

Job Description **Sales Manager**

Company Overview

The EBP is a commercial provider of youth skills, training and employment services. From our base in the East Midlands, we are proud to support young people across the country, helping them to develop the skills they need to thrive.

We conduct our work through our three brands;

- National Citizen Service (NCS); a once-in-a-lifetime opportunity for young people across England and Wales aged 15-17.
- Potential for Growth; skills and development for school and college students.
- Communitree; employability skills and guidance for young people aged 15-25.

As a responsible employer, we are committed to equal opportunities and reducing our environmental impact. As a youth organisation, we are committed to the safeguarding of young people. As a social enterprise, we are proud of the value we give back to the local community. We expect all staff to share these commitments.

*** This post may require an enhanced Disclosure and Barring Service (DBS) check ***

Post:	Sales Manager
Responsible to:	Business Growth Manager
Responsible for:	<u>Sales Team</u> Two Relationship Managers and four Outreach Officers based in Lincoln, Melton Mowbray and Northampton. <u>Call Centre</u> Call Centre Manager and three part-time Call Centre Operatives based in Lincoln.
Based at:	Strong preference to be based in Lincoln, however Melton Mowbray or Northampton would be considered.
Restricted leave:	Leave may be restricted during peak periods, this will be determined by department performance and operational requirements.

ROLE AND RESPONSIBILITIES

- Work closely with the Business Growth Manager and the rest of the Leadership Team in the management of a multi-million-pound commercial business.
- Full management responsibility and accountability for the Sales Team to ensure that contractual targets are met.
- Design and implement sales strategies appropriate for all current and future contracts.
- Support the Sales Team to build strong relationships with key external stakeholders (e.g. schools/college, young people, parents/guardians).
- To strategically review product performance in line with budgets, resource plans, targets and the business plan.
- To have financial responsibility for all sales budgets.
- To work in partnership with internal and external stakeholders to ensure a successful experience for young people.

Targets and Reporting

- Monitor and manage KPIs to ensure that all projects operate within agreed budgets, targets and timeframes.
- Create and implement reporting metrics to allow accurate performance monitoring to ensure individual and team targets are met.
- Produce and analyse weekly sales performance reports to demonstrate progress against contractual targets.
- Report to the Business Growth Manager via regular review meetings on agreed activity actions and outcomes.
- Communicate sales and contract information across the business as appropriate.

Review and Improvement

- Establish an ongoing process of review against targets in order to develop standards, improve levels of service and increase efficiency.
- Conduct audits and quality checks.
- Encourage experience exchange and the sharing of best practice.
- Encourage and nurture an atmosphere of innovation and development.

Personnel Management

- Effectively fulfil line management responsibilities for direct and indirect reports across separate sites.
- Ensure the continued professional development of staff through effective coaching, mentoring, 1-1 meetings appraisals etc.
- Provide clear and consistent leadership in order to achieve business targets.

Other

- Promote and safeguard the welfare of young people.
- Represent the company in a professional manner at all times.
- Attend relevant training courses, workshops, meetings, and seminars as required.
- Increase personal effectiveness by maintaining a personal programme of CPD (continuous professional development).
- Any other duties, consistent with the main purpose of the job, as may be specified from time to time.

SKILLS AND REQUIREMENTS

Essential

- Professional and confident 'role model' approach to leadership.
- Extensive experience of sales strategy development and implementation.
- Significant experience in leading and motivating teams to meet sales targets.
- Experience of setting departmental milestones to meet business objectives and drive business success.
- Experience of close working relationships at a senior level, internally and externally.
- Excellent negotiation and influencing ability.
- Ability to motivate and inspire teams and individuals.
- Proven record of effective employee coaching, development and performance management.
- Experience of setting, monitoring and enforcing KPIs.
- Excellent interpersonal and communication skills.
- Self-motivated, with the ability to thrive under pressure and the drive to exceed KPIs.
- Ability to use initiative and make decisions to ensure that wider business objectives/targets are met.
- Degree calibre individual.
- Competent user of Microsoft Office.
- Driving licence and use of a car for business.

Desirable

- Bachelor's degree (or higher) in Business Management or similar.
- Previous experience of managing teams/individuals remotely.
- Previous experience within the training/education sector (e.g. selling apprenticeships etc).
- Experience of using Salesforce (or similar) CRM system.
- Prior experience of National Citizen Service (NCS).
- Good geographical knowledge of the East Midlands.