

Job Description: Sales and Relations Manager

Line Manager/responsible to: Director

Responsible for: Sales, Marketing and Design

Base: Field based

Salary banding: £31 – £35K per annum dependent on experience

Our Mission: Improving lives through learning

Our Vision: Leading the way in delivering big impact and inspirational learning

Our Values:

- We act with integrity – we are open and honest with everyone and always behave ethically.
- We prioritise people – we are nice! We are inclusive, respect everyone and empathetic.
- We are bold! – we are ambitious and innovative in our thinking.
- We bring a smile – most importantly, we bring a positive attitude to work!

Role Summary

To manage the sales and account management of Sweet centres and resources to ensure the promotion, selling and raising awareness of all Sweet products and services to existing and new customers across Wales and the UK.

Build positive relationships and conduct sales visits to achieve growth and income targets allocated by Directors.

Maintain robust sales tracking sheets to ensure ongoing learner recruitment targets are achieved.

Sales and Marketing

- Actively and positively promote all Sweet products and services.
- Achieve all agreed and allocate sales targets.
- Maintain accurate, up to date and GDPR compliant client databases.

- Attend relevant and agreed conferences and events to positively promote Sweet products, services and brand to secure new business and raise Sweet's profile.
- Ensure all communication is GDPR compliant in line with Sweet Information Security Handbook.

Support/Administration

- Communicate effectively with Quality team to ensure a smooth handover to the allocated IV.
- Ensuring a seamless start process with new centres.
- Explanation of Partnership Agreements and collection of signed agreements.

Information Security

- Comply with Sweet Information Security handbook.

Line Managers Duties

- Regularly review the departments staffing needs with the Sweet Team Engagement Officer, ensuring the department is appropriately staffed on an ongoing basis.
- Support, target and monitor the performance of relevant team members.
- Conduct regular performance reviews with staff members to measure progress against KPIs and identify any learning and development needs.
- Work in collaboration with Sweet Team Engagement Officer and wider management team to conduct a comprehensive induction with all new team members ensuring a full understanding of all company functions.
- Feed into annual budgets for the team and monitor expenditure of allocated amount.

General Duties

- Update job knowledge by participating in educational opportunities for example: reading trade publications and attending networking events.
- Take part in any project work deemed necessary by the Sweet team.
- Fully engage with and adhere to Sweet company values.
- Embrace Sweet strategies, policies and processes.
- Ensure that all your practices adhere to Information Security policies, procedures and legislation.
- Work as a team to ensure continuous quality improvements supporting the company's journey to excellence.
- Keep outlook calendars up to date at all times.

Key Responsibilities: The above duties are not an exhaustive list and should be viewed as guidance. Your line manager or Portal’s Senior Management team may ask that you take part in additional duties in order to fully utilise your experience, skills and knowledge.

Key Performance Indicators

Measure	Performance Activity	Performance Indicators
Core Values	Demonstrated Core Values	(RAG) Green
Sales	Achieve all agreed monthly targets	100%

Personal Qualities

- A proven track record in working within similar roles.
- Excellent communication skills both written and verbal.
- A highly self-motivated individual with a positive ‘can do’ attitude.
- Good attention to detail.
- Good time management skills.
- Customer or Client Service Orientation.
- Good presentation skills.
- An excellent relationship builder.
- Good negotiation skills.

Essential Experience and Skills

- Experience of working within an educational environment.
- Understanding and awareness of schools and education priorities.
- Experience in leading a team/line managerial responsibility.
- Educated to degree level or equivalent professional qualifications/experience.
- Excellent Microsoft Office skills.

Desirable Experience and Skills

- Experience of working within a business development /sales role.
- Fluent Welsh speaker.