

Job Description

Job title: Educational Support Consultant (ESC)
Educational Digital Support Consultant (EDSC) **Department:** Internal Sales
Kettering

Reports to: Educational Support Manager **Division:** ED-UK

Date: April 2019

PURPOSE OF THE JOB

The Educational/Digital Support Consultant (ESC) (EDSC) role sits within the ED-UK Schools Account Management structure. The Account management strategy allows the ESC /EDSC to work collaboratively alongside the Educational Consultants, Partnership Managers and Digital Field consultants across primary and secondary to deliver the ED-UK Schools sales strategy.

The Educational /Digital Support Consultant will be responsible for Acquisition and retention of our products and services through prospecting, placing evaluation materials, booking interactions for field based colleagues and raising awareness and following up on events and exhibitions this will be achieved via virtual communication and consistent with the division's strategic objections and ***OUP Qualities and Mission Success Factors*** .

The Educational/Digital Support Consultant (ESC) (EDSC) provides valuable support across OUP print and digital portfolio, promoting the value of our BLEND. Digital Educational support consultant will drive digital campaigns and support our digital subscribers with on boarding to enhance the customer experience.

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS

1. Make outbound consultative sales calls to secure interactions for field based colleagues both face to face and virtual.
2. Place evaluation and inspection materials across the portfolio (Print and Digital) in UK schools in order to meet business targets.
3. Raise quotes, close on sales and follow up on quality leads.
4. ***Educational Support Consultants*** (ESC) to make outbound consultative sales calls to our Digital customers supporting ED UK Sales acquisition and retention campaigns
5. ***Educational Digital Support Consultants (EDSC)*** - Support digital customer experience with on-boarding and providing support with initial set up of digital accounts including adding Teachers , Students and completing relevant Admin ; highlighting elements of our service e.g. webinars.
6. Pass quality leads through account management to wider sales colleagues to include sales and training opportunities.
7. Proactively increase Product and Industry knowledge, learn the key selling points on all relevant products for the ED-UK schools portfolio of resources to enable consultative conversations to take place.
8. Perform a variety of administration tasks to a high standard to ensure a continuous flow of communication and continuity of service
9. Keep the CRM (Spirit) database updated with any new information gathered during calling as outlined by your Manager.

10. Collaborate with colleagues to improve working practices to enhance your own and the wider team performance; develop new partnerships to increase sales reach and usage and ensure high call quality standards are met
11. Become confident in the technical capabilities of the system to a level to be able to support others
12. Attend regular 1-1, team meetings, and communication sessions; keep up to date by attending in house briefings and sales conferences off site when requested.
13. Self-motivated and takes responsibility for own progression.
14. To put the customer at the ***'Heart of what we do'*** and demonstrate the ***OUP Qualities and Mission Success Factors.***

JOB CONTEXT

1. The ESC and EDSC are part of a team delivering a range of services to the ED-UK Primary and Secondary Sales and Marketing divisions. The team provides support by virtual prospecting and email-prospecting to UK Primary and Secondary schools and speaking to key decision makers across educational establishments.
2. The ESC and EDSC team comprises three core areas including Primary, Secondary Digital. Whilst the job holder will be allocated to work within one team, training ensures that you are proficient in all areas and able to move between teams depending on the needs of the business.

KNOWLEDGE AND EXPERIENCE

- Works well independently and as a team- Essential
- High level of self-motivation- Essential
- Telephone sales experience - Desirable
- Intermediate level IT skills, including Word & Excel - Essential
- Good time management and organisation skills - Essential
- Experience of working with a CRM system - Desirable
- Strong interpersonal and communication skills with the ability to deal with people at all levels.- Essential
- Motivated by learning

KEY INTERFACES

Internal: Educational/Digital support colleagues , Field based Sales teams, Marketing, Publishing and Customer Services

External: Educational establishments

TELEMARKETING ORGANISATION CHART

