
Job title:	Regional Sales Manager	Department:	Sales
Reports to (title):	UK Institutional Sales Manager	Division:	Global Academic
Date:	25/04/2022		

PURPOSE OF THE JOB

To develop and implement a business strategy for the allocated territory to assist OUP in the UK to meet or exceed its annual sales targets for the relevant GA products. This should be achieved by maintaining and building on our business with existing customers in the territory as well as seeking out new opportunities.

PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS

1. To develop and implement a business strategy for the relevant territory and to update this on a regular basis to assist OUP in the UK to meet its required annual sales targets.
2. To present and promote OUP Academic online products, including book and journals to relevant customers in the territory. These customers will include institutional accounts as required by the Regional Manager / Director of Sales based in the UK.
3. To build and maintain strong relationships with customers within the specified territory on which interest in the division's products can be maximised.
4. Establish and maintain regular communication with other OUP departments in order to take maximum advantage of all relevant business opportunities. Report feedback from the markets back to the team and other stakeholders within the business, in order to help ensure that OUP's sales and product development strategies are market-orientated, where possible.
5. Track and report on sales leads for the specified territory as required, using agreed systems and procedures.
6. Co-ordinate research into new prospects and new business opportunities for all GA products in order to identify areas for growth.
7. Input into annual budget preparations for sales revenue and maintain records of overheads for the territory so that targets are agreed and adhered to.
8. Build a thorough understanding of GA product types across the various formats and the business models by which they are made available to customers. In addition, through dealings with customers and attendance of key conferences etc., to develop a good understanding of external market for OUP's products and services.
9. To uphold proactively the ethical standards and behaviours expected by the Press through full engagement with, and adherence to, OUP's Anti-bribery and Fraud policy and guidelines

KNOWLEDGE AND EXPERIENCE

- Previous experience of sales or marketing
- Excellent communication and interpersonal skills
- Highly skilled in using software packages such as Excel, with a proven aptitude to learn and work with new systems

- Excellent organisational abilities
- Ability to effectively manage a high volume, complex workload through prioritisation of tasks in line with departmental objectives.

KEY INTERFACES

Internal: Sales department colleagues across all territories, GA Marketing including Product and B2B teams, Customer Services and Distribution, Credit Management.

External: Academic librarians and other institutional library staff, Consortia contacts, sales / marketing agents, buying contacts at retail/wholesale/library supply customers

DIMENSIONS

- Sales revenue of between £1m and £5m per year across Journals and Online Products

ORGANIZATION CHART

