

# Candidate Brief

**Regional Sales Manager**  
**Western Europe**  
**CABI**

**January 2014**

## CABI BACKGROUND

**CABI is a not for profit organization that improves people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment.**

CABI can trace its origins back to 1910, and is now established by a United Nations treaty level agreement between countries who wanted to “promote the advancement of agriculture and allied sciences through the provision of information, scientific and related services on a world-wide basis”.

Formerly known as the Commonwealth Agricultural Bureaux, CABI is now a truly international organization which operates simply as ‘CABI’. Activities include: scientific publishing, research, consultancy, training and communication.

CABI has three areas of operation:

- **publishing**

CABI is the publisher of renowned scientific information, including CAB Abstracts - our world-leading bibliographic database covering agriculture and the environment. We also publish multimedia compendia, books, e-books and internet resources aiming to further science and its application to real life.

- **scientific projects and consultancy**

Our International Development staff research, and find solutions to, agricultural and environmental problems. We use science, information and communication tools to solve the issues which affect people's lives. We focus our work on three key scientific areas:

- **commodities** – we work to enable smallholder commodity farmers to compete in global markets. We diagnose and control plant pests and diseases, and help farmers get a better price for their crops.
- **invasive species** – we are helping to reduce the spread and impact of invasive weeds and insects. We also advise countries at a policy level about agriculture, trade and the environment.
- **knowledge for development** – we work with farmers, extension workers, researchers and governments to deliver agricultural knowledge and develop communication strategies and systems.
- **microbial services**

Our Bioservices business stores, curates and identifies fungi. We hold over 28,000 live and 400,000 dried organisms, of which 90% are unique to CABI. We conduct microbiological identifications, provide cultures for sale, and offer preservation and consultancy services. We are also screening our collection, looking for natural products such as antibiotics, vitamins and enzymes.

We have **nearly 400 staff based in 16 countries** – we operate from Africa, the Caribbean & Latin America, China, India, Malaysia, North America, Pakistan, Switzerland and the UK, with our Head Office in Oxfordshire, UK.

CABI works with and for: universities, corporations, member country governments, research agencies, charities and foundations, national donor agencies, farmers, extension workers and non-governmental organizations.

CABI operates as an efficient organization in order to be financially self-sustaining whilst delivering benefits to its members through not for profit development projects, and receives revenue from its publishing activities, funding for its research programmes and contributions from its member countries, of which there are more than 40.

For further information on CABI, please visit [www.cabi.org](http://www.cabi.org)

## THE ROLE

<b>Job title:</b>	<b>Regional Sales Manager, Western Europe</b>
<b>Salary range:</b>	<b>£35kpa + commission</b>
<b>Grade:</b>	<b>Hay 5</b>
<b>Reporting to:</b>	<b>Publishing Sales Director</b>
<b>Direct reports:</b>	<b>None</b>
<b>Location:</b>	<b>Wallingford, UK</b>

### Purpose of the role:

Develop sales in the named areas for CABI's publishing products. Plan, direct and control territory sales strategies and tactics to exceed targets.

### Candidate profile

Working as part of a global team of 12, the Regional Sales Manager will play a key role as a member of the CABI sales force. The RSM will be responsible for increasing CABI's revenues in territory by growing existing accounts and developing new business. The RSM will ideally have a proven track record of successful sales management in the life sciences market sector.

### Key Accountabilities

- Plan and execute direct and third party sales activities in the territory to exceed target
- Manage timely and accurate subscription renewals in the territory
- Identify, develop and close new business opportunities
- With Publishing Sales Director, be alert to competitors and opportunities for developing new revenue streams, and identify and respond to threats to core business
- Initiate focused expansion of new market sectors, notably corporate, government, sponsored and consortia
- Submit timely and accurate reports of sales activities in the territory
- Manage relationships and direct activities of third party sales, stockholding and distribution agents
- Assess and appoint new distributors as necessary
- Evaluate and make recommendations for resources applied to sales activities
- Represent CABI during sales trips and exhibitions/conferences in the territory and at international fora
- With the Publishing Sales Director, assist with changes to CABI sales policies, terms and conditions
- Represent the wider CABI interests in the region through occasional participation in member country liaison activities

## CANDIDATE PROFILE

<b>Knowledge &amp; Skills</b>	<b>REQUIRED</b>	<b>DESIRABLE</b>
	<ul style="list-style-type: none"> <li>Excellent communication, interpersonal and negotiation skills</li> <li>Fluency in English</li> </ul>	Good professional working knowledge in either German, French or Spanish
<b>Education &amp; Qualifications</b>	<b>REQUIRED</b>	<b>DESIRABLE</b>
	<ul style="list-style-type: none"> <li>Graduate calibre sales professional</li> </ul>	<ul style="list-style-type: none"> <li>Academic background in environment/life sciences</li> </ul>
<b>Personality Characteristics</b>	<b>REQUIRED</b>	<b>DESIRABLE</b>
	<ul style="list-style-type: none"> <li>Highly-organised, resourceful team player</li> <li>Ability to assess situations quickly and act accordingly – 'think on your feet'</li> <li>Self-starter, capable of working in isolation</li> </ul>	
<b>Experience</b>	<b>REQUIRED</b>	<b>DESIRABLE</b>
	<ul style="list-style-type: none"> <li>STM publishing</li> <li>International sales channels</li> <li>Demonstrable experience of sales management, ideally STM at tertiary level</li> <li>Experience of online STM products, especially databases</li> <li>Demonstrable experience of working as part of a distributed team</li> </ul>	<ul style="list-style-type: none"> <li>Working in a cross-cultural environment</li> <li>Practical experience in working with external collaborators and partners</li> </ul>
<b>Special Circumstances</b>	<b>REQUIRED</b>	<b>DESIRABLE</b>
	<ul style="list-style-type: none"> <li>Extensive travel, domestic and international</li> </ul>	

### NOTE

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.

## EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

By taking the [CABI Equal Opportunities Survey](#) you will be helping us to follow best practice recommendations that employers should monitor selection decisions to assess whether equality of opportunity is being achieved. Please follow the link to take the survey.

(If the link does not work please cut and paste the following URL into your web browser [http://www.surveymonkey.com/s/CABI\\_Equal\\_Opportunities\\_Survey](http://www.surveymonkey.com/s/CABI_Equal_Opportunities_Survey))

The information in the survey will be treated as confidential and used for statistical purposes only, forming no part of the selection process. This information will be received separately from your application.

## SECONDMENT

This role may be filled on secondment from the corporate sector or from other large international development organisations. To discuss a secondment opportunity, please contact Neil MacIntosh, HR Director, at [n.macintosh@cabi.org](mailto:n.macintosh@cabi.org)

## HOW TO APPLY

To apply please send a covering letter detailing how you meet the candidate profile and a full CV quoting Job Reference 01/2014 to [recruitment@cabi.org](mailto:recruitment@cabi.org) Please state where you saw this advertisement.

**Please note closing date for receipt of applications is midnight GMT 29 January 2014**