



# Candidate Brief

**Head of APAC Sales**

**April 2016**



## CABI BACKGROUND

**CABI ([www.cabi.org](http://www.cabi.org)) is a not-for-profit development-led organization supported by a solid scientific research base and a world class publishing service. Our mission is to improve people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our work increases food security and protects biodiversity.**

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK and the USA.

CABI is an intergovernmental organization that can trace its origins back to 1910. Our mission and direction are influenced by government representatives from our 48 member countries who help guide the activities we undertake. These include scientific publishing, development projects and research, and microbial services. We are also leading a major new initiative, Plantwise, which aims to improve food security and the lives of the rural poor by reducing crop losses.

### CABI's Knowledge Business

We produce key scientific publications for the global research community, including CAB Abstracts, the world-leading database covering agriculture and environment, and Global Health - the definitive bibliographic database for public health information. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. Our Knowledge Business also supports our international development mission with the creation of innovative information solutions and appropriate technologies to transfer knowledge to farmers and extension workers. Behind each of our products is a team of subject specialists committed to delivering the most relevant and authoritative information to users worldwide.

### Development projects and research

Our staff research and find solutions to agricultural and environmental problems. We use science, information and communication tools to help solve issues of global concern. Our work is arranged around four core themes:

- **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. We work on crops such as coffee, cocoa, wheat, rice and cotton.
- **Invasive species** – we are helping to reduce the spread and impact of invasive weeds such as Japanese Knotweed, water hyacinth and insects such as coffee berry borer and cocoa pod borer. 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

We manage one of the world's largest genetic resource collections, the UK's National Collection of Fungus Cultures. 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.

### Plantwise

Plantwise is a global programme, led by CABI, to increase food security and improve rural livelihoods by reducing crop losses. Sustainable networks of local plant clinics provide farmers with practical plant health advice, reinforced by the Plantwise Knowledge Bank, an online gateway to plant health information. Working in close partnership with relevant actors, Plantwise strengthens national plant health systems from within, enabling countries to provide farmers with the knowledge they need to lose less and feed more. [www.plantwise.org](http://www.plantwise.org)



## THE ROLE

<b>Job title:</b>	Head of APAC Sales
<b>Salary range:</b>	to be advised
<b>Grade:</b>	HAY Band 7
<b>Reporting to:</b>	Head of Sales, Publishing
<b>Direct reports:</b>	1
<b>Key peer group:</b>	Marketing & Communication Managers, Key Account Managers, Editorial teams
<b>Location:</b>	Territory based

### Purpose of the role

Responsible for the management and development of all publishing sales activities in Asia Pacific Region

### Key Accountabilities

The Head of APAC Sales will play a key role as a senior member of the CABI sales team. You will manage the Australia, New Zealand and Japanese territory directly, as well as having overall revenue and line-management responsibility for one sales manager in your team. You will have a proven track record of successful business development in publishing within the life sciences market sector.

- Plan, direct and control sales of all CABI products and services in the Asia Pacific region to achieve market growth and revenue targets
- Direct sales management of Australia, New Zealand and Japan, growing existing accounts and developing new business
- Manage sales staff in territory (1 direct report)
- Evaluate and make recommendations for resources applied to sales activities
- Manage relationships and direct activities of third party sales, stockholding and distribution agents.
- Assess and appoint new distributors as necessary
- With the Head of Sales, initiate focused expansion of new markets, notably corporate, consortia and sponsored access
- Work in conjunction with the group marketing function to plan and implement tactical sales and marketing activities for the product/service area.
- Identify and recommend opportunities for business development which reflect and respond to customer demand.
- With Head of Sales, be alert to competitors, identify and respond to threats to core business, and opportunities for developing new revenue streams.
- Define a list of target key accounts and then deliver annual revenue budgets and increased profits from these key accounts.
- Represent CABI at international fora



- With the Head of Sales, 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
- Be responsible for recruitment, development, performance review and recommended remuneration for team staff
- Engage with CABI Staff in regional offices to maintain an overall awareness of CABI's projects/activities
- Travel up to 50% of working time



## CANDIDATE PROFILE

### Knowledge & Skills

- Excellent communication, interpersonal and negotiation skills
- Effective staff management skills
- Financial skills incl: budgets, sales targets, costs, market review
- Fluency in English
- Knowledge of additional language (preferably Japanese)

### Education & Qualifications

- Graduate sales professional
- Academic background in environment/life sciences desirable

### Personality Characteristics

- Highly organised, resourceful team player
- Enjoy working in a multidisciplinary team environment
- Responsibility and desire for accountability
- Ability to assess situations quickly and act accordingly

### Experience

- Experience of online STM products, especially databases
- International sales channels
- Demonstrable experience of sales management
- Demonstrable experience of working as part of a distributed team
- Working in a cross-cultural environment
- Knowledge of regional academic and research landscape

### Special Circumstances

- Ability to travel up to 20 weeks per annum

#### 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 19/2016 to [recruitment@cabi.org](mailto:recruitment@cabi.org) Please state where you saw this advertisement.

