

Candidate Brief

Regional Sales Manager, UK & Nordics

CABI Wallingford (UK)

May 2017

CABI BACKGROUND

CABI is an international not-for-profit organization that improves people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment. CABI is an intergovernmental organization that can trace its origins back to 1910. Our 48 member countries guide and influence our core areas of work, which include International Development and Publishing.

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, the USA and Zambia.

CABI's Knowledge Business

CABI produces key scientific publications, including CAB Abstracts – the world-leading abstracting and indexing database covering applied life sciences. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. CABI invests its publishing surpluses directly into development projects, helping to improve livelihoods worldwide.

International Development projects and research

Through knowledge sharing and science, CABI helps address issues of global concern such as improving global food security and safeguarding the environment. We do this by helping farmers grow more and lose less of what they produce, combating threats to agriculture and the environment from pests and diseases, protecting biodiversity from invasive species, and improving access to agricultural and environmental scientific knowledge.

For more information go to www.cabi.org and www.plantwise.org

THE ROLE

Job title:	Regional Sales Manager, UK & Nordics
Grade:	Hay Band 5
Reporting to:	Senior Sales Manager, Europe
Direct reports:	None
Key peer group:	Marketing Managers, Key Account Managers
Location:	CABI Wallingford (UK) - In order to process any applications from nationals outside of the EU and UK, we would require documentation to show the applicant is currently resident and able to work in the in the UK, or is able to relocate on own means and possesses full authorisation from the UK Border Agency (for further information please use the following link http://www.ukba.homeoffice.gov.uk/)

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 under the direction of Senior Sales Manager, Europe.

Key accountabilities:

Working as part of a global team of 18, 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.

- 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 Senior Sales Manager, 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 Senior Sales Manager and Head of Sales, assist with changes to CABI sales policies, terms and conditions
- With the Marketing team, manage specific promotional activities to achieve maximum impact

- Represent the wider CABI interests in the region through occasional participation in member country liaison activities
- Willingness to travel up to 40% of working time

CANDIDATE PROFILE

Knowledge & Skills

- Excellent communication, interpersonal and negotiation skills
- Fluency in English
- Fluency in an additional European language

Experience

- Academic background in environment/life sciences desirable
- STM Publishing
- International sales channels
- Demonstrable experience of sales management
- Demonstrable experience of working as part of a distributed team
- Working in a cross-cultural environment
- Familiarity with developing and implementing marketing campaigns
- General knowledge of European academic and research landscape

Personal Characteristics

- Highly organised, resourceful team player
- Ability to assess situations quickly and act accordingly
- Self-starter, capable of working in isolation

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.

HOW TO APPLY

To apply please send a covering letter detailing how you meet the candidate profile and a full CV quoting Job Reference 19-2017 to recruitment@cabi.org Please state where you saw this advertisement.

Please note closing date for receipt of applications is 30th May 2017