

Job Description

Job title: Regional Development Executive

Reports to: Sales Manager

Department: Commercial

Date: December 2018

ABRSM
24 Portland Place
London W1B 1LU
United Kingdom

www.abrsm.org

Job Purpose

The Regional Development Executive plays a pivotal role in “building bridges” between ABRSM and the local musical community. Whilst the success of the RDE will ultimately be judged on an increase in candidate numbers, commercial gain will result from sustained networking and relationship building with key decision makers within a clearly defined UK region. Those decision makers are wide ranging, including Heads of Music Hubs and Music Services, Heads of Music in independent schools, music retailers, local business leaders, local media – anybody who can influence the decision to increase the uptake of our services.

The RDE will establish themselves as a trusted “go to person” for information about ABRSM products and services, as a source of advice, as the disseminator of ABRSM corporate messages and distributor of market information and feedback to ABRSM colleagues. The RDE will establish themselves as a respected, collaborative partner who is committed to ensuring that as many learners as possible have access to our world-class music education and assessment services.

The key objectives of the role are:

- To meet agreed annual targets for the uptake of existing and new products and services
- To increase ABRSM’s visibility – acting as a local representative for the organisation at external functions and building relationships with local media organisations and commercial partners
- To disseminate customer feedback to colleagues throughout ABRSM to inform central decision making
- To negotiate profitable commercial arrangements within agreed financial parameters

Job Context and Scope

The Commercial Department is primarily responsible for growing revenue, devising and implementing customer strategy, collaborating with colleagues to develop new products and services, managing communications with all ABRSM stakeholders and customers and managing sales and marketing activities internationally.

The Commercial Department comprises three teams:

- Commercial Planning (including Business Insight and Marketing teams)
- Sales
- Commercial Communications

The Regional Development Executives sit within the Sales team, reporting to the Sales Manager.

The role-holder will be expected to devise an annual development plan for their allocated region, identifying key target organisations and setting an ambitious annual business plan. Once agreed with the Sales Manager and Executive Director: Commercial, the role holder will then be expected to implement their plan, providing updates weekly via an activity report and monthly at a meeting at ABRSM Head Office with the Sales Manager and EDC.

Organisation

See separate organisation chart.

Principal Duties and Responsibilities

Within an agreed UK territory:

1. To devise and implement an annual business development plan for all ABRSM products and services – assessments, digital tools, publications and professional development
2. To devise and agree a quarterly activity plan, managing own diary and travel arrangements as efficiently as possible
3. To act as a first point of contact for Music Hubs and providers of Music Education Services, providing information and promoting all ABRSM products and services
4. To act as a first point of contact for retailer customers, nurturing existing relationships, promoting new publications and providing general customer support as required
5. To negotiate advantageous commercial deals in order to grow ABRSM market share
6. To prepare weekly activity and monthly sales reports
7. To provide timely, comprehensive customer feedback to relevant ABRSM colleagues
8. To identify promotional opportunities with media organisations that will support the overriding aim of increasing candidate numbers profitably

Nature and Purpose of Internal and External Contacts

Internal

- Executive Director: Commercial – for approval of annual business plan and quarterly activity targets
- Executive Director: Strategic Development – for guidance and support in developing key relationships with the local Music Education community and information on corporate policy / messaging
- Sales Manager – for approval of commercial deals which exceed agreed discretionary parameters

- Publications Sales Executive – to implement any agreed actions for retail customers
- Global Operations Team Leaders – to ensure that customer needs are communicated and actioned collaboratively
- Products and Services and Chief Examiners departments - to provide customer feedback and to develop product knowledge
- Local Representatives – to inform and consult on local issues and activities

External

Nurture positive relationships with key influencers and decision makers in the local music education landscape, acting as an informed and empowered advocate for ABRSM, including:

- Music Hubs / Music Services / State and Independent Schools – to inform decision makers of the complete ABRSM portfolio, ensuring that they are kept up to date on product developments and to negotiate profitable commercial partnerships
- Music retailers - to support retail customers through the provision of product information and specific sales promotion activities
- Local Commercial partners – to nurture relationships with significant organisations to create bespoke promotional partnerships that will increase candidate numbers

Knowledge and Skills Required

Please see Person Specification.

Remit of Role

Makes independent decisions on:

- Budgetary issues – within approved authority limits
- Allocation of personal workload, prioritising and managing diary efficiently
- Nurture existing relationships with strategic partners, identifying and initiating contact with new potential partners / customers

Typical Problems Escalated to Line Manager

- Complex negotiations
- Customer relationship issues / complaints
- Account queries exceeding agreed limits
- Failure to meet pre-agreed activity and revenue targets

Nature and Range of Impact

The Regional Development Executive is a wholly external facing role, responsible for increasing ABRSM's presence and visibility with key customer groups – Music Hubs, Music Services, Schools, Retailers, Teachers and the wider music community within a defined UK territory. The RDE is responsible for representing ABRSM with all of these customer groups:

- ensuring that information about our full range of products and services is provided consistently
- ensuring that the local music community is informed about ABRSMs corporate policies and plans
- supporting the wider organisational goals of growing candidate numbers
- providing local musical education providers with appropriate professional development services
- Widening access to our services to ensure that learners from all backgrounds and ability levels have access to opportunities for musical progression

Allocation, Review and Approval of Work

The Regional Development Executive is predominately a self-managed role, which needs to be fully co-ordinated with the activities of other customer focussed teams. The RDE will devise an annual development strategy which, once approved, will determine their daily activities. Progress against the plan will be assessed on a monthly basis with the Sales Manager and Quarterly with Sales Manager and Executive Director: Commercial.

Performance against objectives and competencies is assessed throughout the year in accordance with ABRSM's performance management cycle by the Sales Manager.

Equipment Operation

Standard office equipment.